

LIFE



ROY ROGERS
& TRIGGER

JULY 12, 1943 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



You **CAN'T DO WITHOUT** one...

be sure yours is the best!



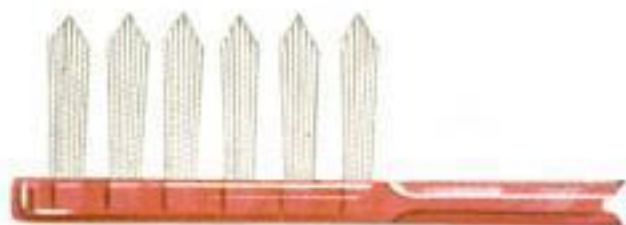
Ask your dentist which is the best toothbrush for you. Whatever shape and size he recommends, Dr. West's Miracle-Tuft has it. Each scientifically designed to reach all surfaces of the teeth—inside, outside and between. Each bristled with the one and only "EXTON" brand bristling for longer life, more efficient tooth cleansing. For health protection and as an aid to good looks, your toothbrush is an essential. Make it the best—a Dr. West's Miracle-Tuft.



IN ADDITION TO THE FAMOUS REGULAR SHAPE, DR. WEST'S NOW OFFERS **Two Great 2-Row Brushes**



"PROFESSIONAL" A smaller brushhead in the famous Dr. West's double-convex design—a brush that is preferred by many.



"ORO" Designed at the request of leading dental specialists. The shape many dentists recommend for cleaning and massage.

50¢

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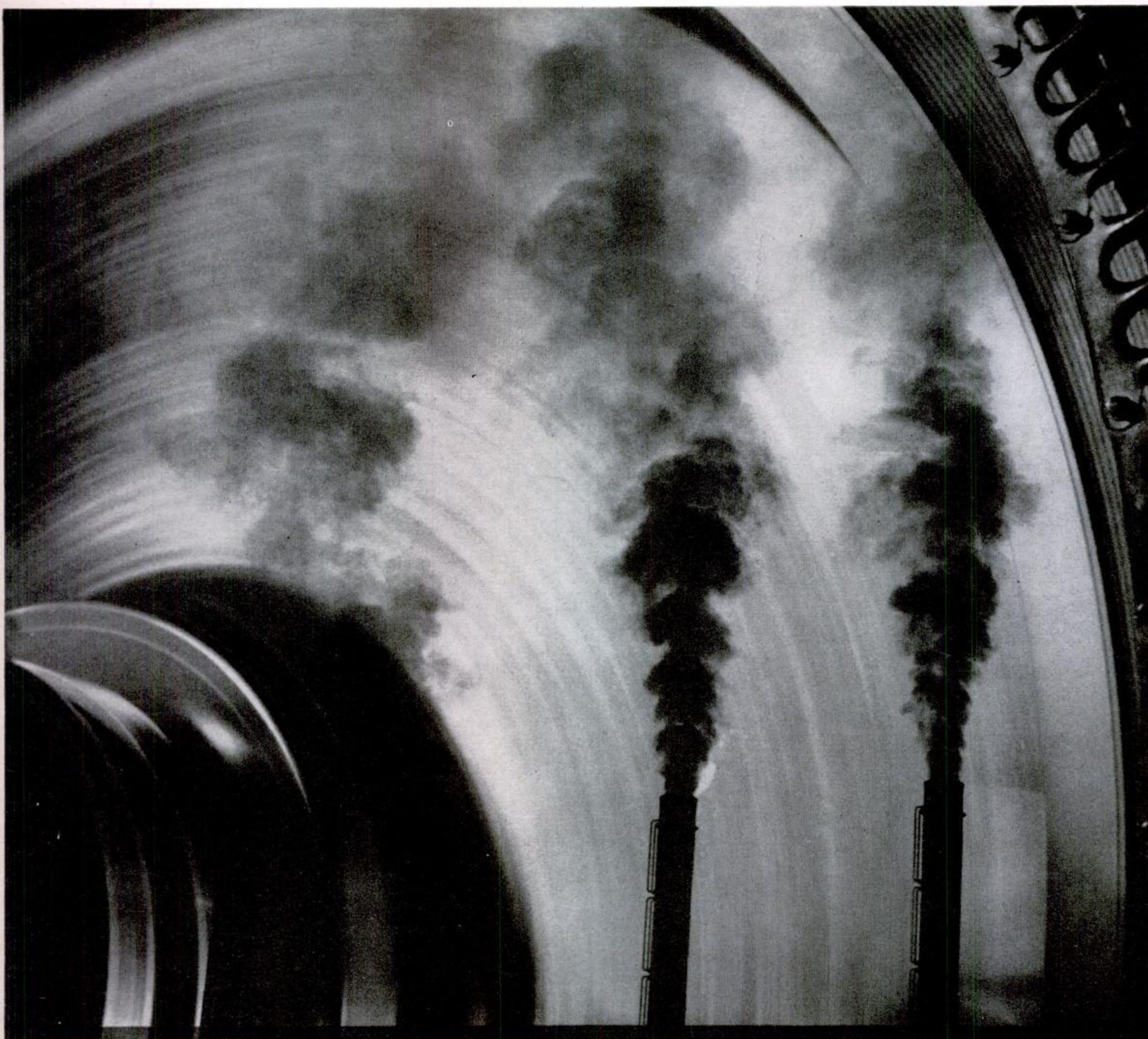
TEMPORARY WARTIME PACKAGE

Miracle-Tuft now also in cartons 50¢



No change in quality, only in package

Great numbers of our famous glass tubes have been enlisted to carry medicines and serums to our fighting men. That's why many Miracle-Tuft Toothbrushes are now packed in cartons.



A LOT GOING ON IN THIS PICTURE—

AND A LOT GOING ON IN INDUSTRY

It's big, dramatic. You can see it. But you can't see the idea that made it.

You can't photograph ideas. But they win wars. They make jobs. They make prosperity. They make well-being.

They used to come as a revelation once in a while, almost like a miracle to an individual. Now, there are teams that insure them.

Groups that keep ideas flowing. People who know how to dip into the wealth of nature for what they need.

They are scientists. They work together in laboratories.

They are working at the Bell Telephone Laboratories. Thousands of them. This is the biggest industrial laboratory in the world. Once its work was all telephone. To

help your voice reach any one, anywhere. Easily, quickly, at low cost. Now it's war. Day and night. Seven days a week.

Our fighting men see the results of American research every day.

BELL TELEPHONE SYSTEM



Help the war by making only vital calls to war-busy centers. That's more and more essential every day.

This One



AC2T-9G7-Z4GT

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What to do with a Victory Garden

by
BOB HOPE



1. Of course, you know what a Victory Garden is. That's a little garden where you go out and putter around for a while, and if you can straighten your back again it's a victory. It's lots of fun, though. I have a beautiful patch . . . on my right hand where the blister broke!



3. After your garden has started to grow, it's very important to use Pepsodent—the film removing tooth paste. This puts a bright gleam on your teeth . . . so if the sun doesn't come out one day, you can walk around with a big broad smile and shine on your vegetables.



5. Well, that's all. Just don't forget the tomatoes. I find the best way to remember them is to keep their phone numbers in a little book. You know, the same book you write in when you want to remember to buy Pepsodent . . . the only tooth paste containing Irium.



2. Mother Nature is really wonderful. For instance, suppose you want carrots. Well, you just drop a seed in the ground and in no time at all up comes a rabbit. Of course, if you want a bright, sparkling smile, some Pepsodent planted on your brush does wonders every time.



4. Watch out for pests. I'm not bothered with birds any more . . . since I tossed a tube of Pepsodent into their nest. Now they haven't time to do any damage—they're too busy brushing each other's teeth and singing, "Oh, it floats away film with the greatest of ease!"



Only
Pepsodent
contains
Irium

How IRIUM in Pepsodent uncovers brighter teeth



Film on teeth collects stains, makes teeth look dingy—hides the true brightness of your smile.



This film-coated mirror illustrates how smiles look when commonplace methods don't clean film away.



But look what Irium does to that film! It loosens and floats it away, leaves the surface clean and bright.



That's how Pepsodent with Irium uncovers the natural, cheery brightness of your smile . . . safely, gently.

LETTERS TO THE EDITORS THE HELICOPTER

Sirs:

I have just read the June 21 issue of LIFE featuring the story on our helicopter development.

The story has been excellently presented, and I wish to express my sincere thanks and appreciation for your interest in our work.

I. I. SIKORSKY

Sikorsky Aircraft
Bridgeport, Conn.

Sirs:

In your recent and very interesting article on the development and possibilities of the Sikorsky helicopter, there were listed a few of the potential peacetime uses of this flying marvel. Doubtless you will receive other suggestions, but one should not be overlooked. That is the dusting of perishable crops subject to the ravages of plant parasites and the perennial visits in some sections of the country of the marauding locust.

In the case of crop dusting, the hazards to the plane and flier are well known when operations are necessary that involve hedge-hopping and clearance of tree borders at the field limits. When the helicopter is finally developed commercially, there will be a ripe field for contract operations of this sort.

W. L. DICKEY

Burlingame, Calif.

Sirs:

I would like to suggest the possibility of using the helicopter for hoisting completely assembled prefabricated houses and moving them to their destination where they can be lowered directly on prepared foundations.

ROBERT E. LEDERER

Detroit, Mich.

● Already envisioned by some engineers is the use of helicopters in hoisting girders and other equipment in skyscraper construction.—ED.

Sirs:

Play:

EDITOR: Joe, we're going to use your article *Sikorsky's Helicopter* in our issue of June 21, but we've got to make one change.

KASTNER: What's that?

EDITOR: In your article you say "stout Balboa is supposed to have felt when he first saw the Pacific from a peak in Darien."

KASTNER: Well, what's wrong with that?
EDITOR: Most everyone knows that Balboa discovered the Pacific, but a popular cliché is to credit it to Cortez. We'll change Balboa to Cortez and people will send us 1,012 letters correcting us. Besides, that's a good way to find out if any one reads your stuff.

THE END

LEONARD SOLL

Chicago, Ill.

● Keats's lines, ". . . like stout Cortez when with eagle eyes

He stared at the Pacific . . ."

are not a popular cliché but a famous literary mistake.—ED.

Sirs:

Can you tell me the function of the small four-bladed propeller on the nose of Mr. Sikorsky's helicopter which appears on the cover of your June 21 issue?

ALEX HENDLIN

New Haven, Conn.

● It is an air-speed indicator specially developed for the flight characteristics of the helicopter.—ED.

SERGEANT'S BABY

Sirs:

Your pictures of Sergeant Grant's daughter (LIFE, June 21) were delightful. And you did a great service to scores of other Army dads. Her daily routine is

(continued on p. 4)



No Runs!
No Terrors!

PLACE A SMALL PIECE OF A KLEENEX* TISSUE BETWEEN GARTER FASTENER AND STOCKING. LESSENS STRAIN AND PULL, THUS HELPS TO PREVENT RUNS!

(from a letter by M. C. A., Charlestown, Mass.)



I WAS A.W.O.L.

(ALWAYS WITH OUT LINEN) UNTIL I DISCOVERED THAT KLEENEX SERVED THE PURPOSE AND SAVED LAUNDRY BILLS!

(from a letter by F. E., Jr., Menard, Texas)

(GOOD IDEA! SEND KLEENEX TO YOUR BOY IN THE SERVICE!)



When the Lights Come On Again

AFTER A SAD MOVIE—I'M FIT TO BE SEEN! NO MORE RED NOSE WHEN I CARRY SOFT KLEENEX! (from a letter by W. T., Muncie, Ind.)

WIN \$2500 (MATURITY VALUE) WAR SAVINGS BOND

FOR EACH STATEMENT WE PUBLISH, WRITE HOW THE USE OF KLEENEX TISSUES SAVES YOU MONEY AND HELPS WIN THE WAR

ADDRESS: KLEENEX • 919 N. MICHIGAN AVE., CHICAGO

Wish Mom could always
get Delsey—
it's soft like
Kleenex



DELSEY Toilet Paper (★T. M. Reg. U. S. Pat. Off.)



THE ENEMY CAN'T HIDE FROM RADAR

No longer can the enemy lurk securely in the black shadows of night or wrap himself for a sneak attack in a blanket of fog or clouds. Radar is on guard . . . the miraculous radio weapon that locates unseen enemy targets, warns against the approach of hostile forces, pierces the veil of fog, clouds and darkness.

* * *

A FEW WEEKS AGO, Radar was a closely guarded secret. Today, it is officially revealed . . . and the real story of Philco's vital contribution to victory can be told. Throughout its long years of leadership in radio, Philco research has made important contributions to the science of ultra-high frequency

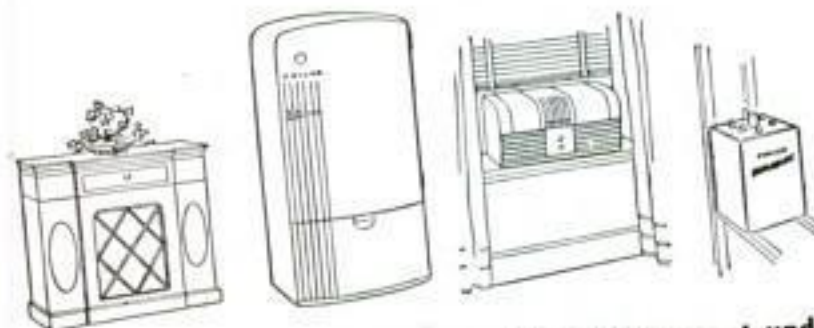
waves, upon which Radar is based. When our sea and air forces called upon the electronic industry of America to produce Radar *quickly and in quantity* "to turn the tide of Axis conquest," the research and production experience of Philco was *ready*. And, with the close cooperation of the scientific branches of the Army, the Navy and the government, **Philco delivered!**

That is the story of Philco at war. When Victory is won, these wartime achievements will be translated into new miracles of radio, phonograph and television entertainment under the Philco name, famous for *quality* in millions of homes.

PHILCO CORPORATION

BUY WAR BONDS AND STAMPS

Every War Bond you buy helps to give our fighting forces the weapons they need to hasten the day of victory. Buy War Bonds every pay day!



Philco distributors and dealers are doing their utmost under wartime conditions to service your Philco Radio, Phonograph, Refrigerator, Air Conditioner, Storage Battery.

Listen Every Friday Evening to "OUR SECRET WEAPON"

Hear Rex Stout, celebrated author, expose Axis lies and propaganda as heard over Columbia's short wave listening posts. Consult your local newspaper for time and station.

Their "See-ability" is yours to protect!



NOW—MORE THAN EVER—the responsibility of guarding childhood's precious sight is yours. For today, with fewer bright, long-lasting Westinghouse Mazda bulbs available, every lamp you own should be made to produce the utmost in "See-ability."



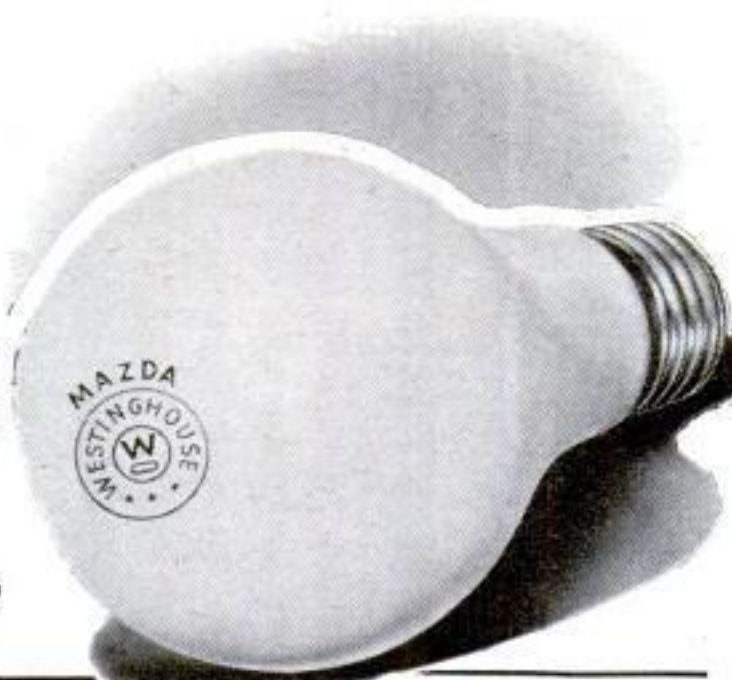
KEEP THESE YOUNG EYES BRIGHT! Obtain better "See-ability" from your lamps and bulbs by (1) moving the lamp closer to the page or the work.

SEE THE NEW Westinghouse booklet, "How to Get More Light for Your Money," for additional suggestions. Write for a copy. Department L-7, Westinghouse Electric & Manufacturing Co., Bloomfield, N. J.

Westinghouse
* MAZDA LAMPS *
FOR GREATER "SEE-ABILITY"



This uses all the light without waste. (2) Keep lamps, shades, and reflectors clean. (3) Use only the lamps you need—when and where you need them!



LETTERS TO THE EDITORS (continued)

the same as our little son's, and I know his daddy can easily substitute his pride and joy for the sergeant's.

MRS. TONY VANDER HEIDE
Evergreen Park, Ill.

COMPANY X

Sirs:

Thanks to you and to Robert Sherrod for his "Company X on Attu" (LIFE, June 21). That's the type of journalism we must have to awaken us to the bloody, bitter days which lie ahead, make us turn from words to work, make us dig down for still another bond.

WAYNE A. ROBERTS
Washington, D. C.

Sirs:

After a steady bombardment of movies, radio programs and magazine articles glorifying every move of the Air Corps, it is gratifying to find an infantry unit coming in for its share of credit—25 survivors from a company of 192 is tragic proof of the difficult role of the foot soldier in this war, as in every war.

As long as the public keeps on buying bonds, the Infantry will keep on taking ground.

LIEUT. MORRIS BECK
Ft. Benning, Ga.

THE GIBSON GIRL

Sirs:

It may interest you to know that the Gibson Girl emergency transmitter, described in your June 21 issue, is respon-



ORDER'S CERTIFICATE

sible for formation of a unique fraternity—the Order of Gibson Girls.

Eligible to membership are those saved through an SOS from the tiny radio.

JOHN B. SHAW
North Hollywood, Calif.

● Other similar and older orders: The Bluenoses (for crossing the Arctic Circle), The Caterpillar Club (for having to parachute from a plane), The Short Snorters (for flying an ocean), The Torpedo Club (for being torpedoed), the Golden Dragons (for crossing the International Date Line) and, oldest and largest of all, the Shellbacks (for crossing the Equator)—ED.

HORSEMEAT

Sirs:

If those horses pictured on page 66 (LIFE, June 21) are what you call "prime eating horses," I don't want any! What with those knifelike withers and those hatrack hipbones—nothing doing. They ought to be allowed to rest in peace and not in someone's stomach.

MARY BLANCHE ANDERSON
Warren, Ohio

Sirs:

If your illustrated article on horse meat is followed by one showing how to make chicken chitterlings, the meat problem will be solved. We'll all be vegetarians.

F. J. OLIVER
Orlando, Fla.

Sirs:

In the June 21 issue of LIFE, the virtues of horse meat were set forth.

(continued on p. 6)

The
Lowest Priced
Nationally Advertised
Tooth Brush
in America

only 23¢

Pro-phy-lac-tic + NYLON

IN DUST-PROOF CARTON

Pro-phy-lac-tic
NYLON
Tooth Brush



Debutante...
1943 style... she stays
sweeter with NEET

Stay Sweet... Get NEET!

NEW NEET Cream Deodorant is answering the call to arms...the arms of thousands of war-active women who need more than ever the effective protection to daintiness that only a fine deodorant such as Neet can assure.

New Neet Cream Deodorant quickly stops perspiration and underarm odor from one to three days. This fluffy, stainless, greaseless cosmetic type of cream applies easily and vanishes almost instantly. Makes arms dry and odor-free. Will not irritate normal skin or injure clothing.

Try New Neet Cream Deodorant today! Won't dry in jar. 10¢ and 29¢ sizes, plus tax.



KEEP NEAT WITH...

now
neet
cream deodorant

GUARANTEED BY THE MAKERS OF NEET DEODORANT



O. W. I. Photo

Track of All Trades —and Master of All

A typical example of B. F. Goodrich development in rubber

THE endless band rubber track you see on this army scout car started out on a farm tractor. It was 'way back in 1931 that B. F. Goodrich was the first to develop rubber tracks for slow-moving agricultural tractors.

Now this track is being used on vehicles designed for fifty-eight different military purposes! It makes possible deadly tank destroyers, fast scout cars, gun carriers, and other combat vehicles. It's truly a "track of all trades"—and master of all, for the fast, sure maneuverability of the half-track units is one of the great military advancements of this war.

In between the first track and those of today was one of the most intensive research and development programs ever undertaken by The B. F. Goodrich Company. It was carried through in cooperation with the U. S. Army Ordnance Department and climaxed with the announce-

ment that these tracks are now to be made with substantial amounts of synthetic rubber. Compounds using synthetic rubber have proved equal in wear resistance to natural rubber.

Rubber tracks enable vehicles to travel cross-country at highway speeds, to cross ditches and streams, to travel through mud or sand that would stop a pneumatic-tired vehicle.

Called "square tires" by some, this continuous band track, in which are embedded steel cables, resists wear on roads and cutting on rock and actually saves almost 500 pounds of rubber per

vehicle as compared with the use of combat tires:

Today this great development, another "first" for B. F. Goodrich, is helping to win battles—tomorrow, through peacetime applications on farms and in factories, we hope it will help win the peace.



"S-T-R-E-T-C-H GAS COUPONS"

SAYS RUBE GOLDBERG



RAIN (A) BEATS ON DRUM (B)—TRAPEZE ARTIST (C), THINKING DRUM BEAT IS SIGNAL TO START HIS ACT, JUMPS TO TRAPEZE (D) CAUSING STRING (E) TO TIP BASKET (F) AND DUMP SOILED CLOTHES (G) INTO TUB (H)—CONSCIENTIOUS HOUSEWIFE (I) STARTS WASHING CLOTHES VIOLENTLY, MOVING WALKING BEAM (J) UP AND DOWN AND STARTING CAR—IF THERE IS NO RAIN, STAY HOME AND SPEND THE ACROBAT'S SALARY FOR MORE WAR BONDS.



There's a practical way to save gas, too—just sound your Z for

PENNZOIL



Been wasting gas, haven't you?



Dirty air cleaners waste gasoline. They reduce the air your engine gets, make the fuel mixture too rich. Have your air cleaner washed and recharged as the maker directs.

For other gas-saving and car-saving tips, write for the FREE 16-page, illustrated booklet, "How To Keep Your Car Alive." Address Dept. AL, The Pennzoil Co., Oil City, Pa.

OIL IS AMMUNITION—USE IT WISELY!

Sure, OIL can save GAS!

That's right. PennZoil Motor Oil can help you travel farther on each gas coupon.

Special refining of pure Pennsylvania crude oil enables PennZoil to keep your engine clean and operating with the least possible drag. When valves and piston rings are free from sludge and varnish, they can seat properly to seal in each explosion and put its power to work. Thus PennZoil saves fuel by reducing both engine-drag and power losses.

Since a clean engine delivers more miles per gallon of gas—and wears less rapidly—buy your motor oil with care. Next time, sound your Z for PennZoil!



*Registered trade mark

Member Penn. Grade Crude Oil Ass'n. Penn. No. 5

PENNZOIL® GIVES YOUR ENGINE AN EXTRA MARGIN OF SAFETY

LETTERS TO THE EDITORS

(continued)

But, as yet, horse meat has enjoyed little popularity with the great American housewife.

The truth is, there is nothing wrong with horse meat except the name.

We are accustomed to dressing up our meats in obscure names, and the realistic sound of "horse meat" makes us squirm uncomfortably. Imagine how quickly cow meat, pig meat and sheep meat would decline in popularity, but clothed in the pleasant pseudonymity of beef, pork and lamb, they lure the buyer's red stamps.

I offer no suggestions for a nom de table for horse meat but perhaps resourceful LIFE readers can supply one.

E. H. LAWTON

Allenwood, Pa.

Sirs:

Isn't there enough misery and degradation in this war without your going out of your way to promote the slaughtering and eating of horses?

Naturally, the prejudice against eating horse meat is irrational, as are most of humanity's rare and sporadic decent instincts. It's just a quaint old Anglo-Saxon prejudice that you don't eat your friends. Not this side of starvation. Not while there are beans.

HELENA H. S. PRINGLE
Washington, D.C.

Sirs:

I was delighted to see that Americans are becoming cognizant of the fact that horse meat is in no way inferior to beef. In France, where we have eaten horse meat for several years, it was considered by many people to be far better tasting and also more tender than beef.

ULLA BLANK

Manchester, N. H.

SHOW BUSINESS

Sirs:

In "Show Business At War" (LIFE, June 21) you state, "Civilians never hear *Command Performance*." I listened to this program regularly on Sundays, until I sold my amateur communications receiver to the Signal Corps last November. It is usually full of choice damns and hells etc., not considered permissible on standard broadcast band.

L. A. CONNOLLY

Tampa, Fla.

● Civilians who have not yet contributed their shortwave sets may hear *Command Performance* on the 16- and 19-meter bands.—ED.

Sirs:

Congratulations on your essay, "Show Business At War."

I was particularly pleased to see the picture of beloved Marie Dressler in your section on World War I.

I quote Miss Dressler from "My Own Story," page 173, "... I never worked so hard in my life as I did during the Liberty Loan campaigns, and I never got so much joy out of work. In one drive I made 149 speeches in 29 days, speaking not once to an audience of less than 5,000. And when the Armistice was declared, I had the satisfaction of having sold more bonds than any other individual in the United States."

When the war was over, Marie Dressler entertained the soldier and sailor boys quartered in hospitals. Of this she said "... they were always begging me to come and play the clown for them. I swapped yarns by the carload, did impersonations of General Pershing and other high officials, and sang all the songs I could recall out of a past full of songs. They liked the singing best of all."

JACK E. ATZINGER
Binghamton, N. Y.

BOMBERS

Sirs:

Aren't the planes bombing Pantelleria, shown on page 22 in the June 21

(continued on p. 8)

"Glaring" mistakes—#5



DRIVING... it's a mistake to let reflected sun glare rob your eyes of the efficiency required in war work. Three-ply, laminated **POLAROID DAY GLASSES** actually filter out reflected glare, yet let through ample "seeing" light. They also cut ultra-violet (sunburn) rays. Scarce now, because we're filling orders for the armed forces, but still to be had in some stores... \$1.95.
*T.M. Reg. U.S. Pat. Off. by Polaroid Corp.

POLAROID® DAY GLASSES



American Optical

COMPANY

SOUTHBRIDGE • MASSACHUSETTS

"NESBITT'S GIVES ME
A REFRESHING LIFT...
IT'S DELICIOUS AND
GOOD FOR YOU."



DRINK
Nesbitt's
CALIFORNIA
ORANGE

FOUNTAIN FAVORITE FOR YEARS
...NOW IN BOTTLES, TOO!

[WAR BONDS ARE YOUR PERSONAL INVESTMENT IN VICTORY]



*A Plymouth takes you More Miles
for your Gasoline Coupon*

Remember?

"PLYMOUTH BUILDS GREAT CARS"

THE WAR has brought into sharp focus the things you need most in an automobile and fortunately for Plymouth owners, unusual economy, long life and ease of maintenance were always part of what was meant by "Plymouth Builds Great Cars."

Millions of those Plymouths were bought before America had a war production industry. Then, the thrill of buying a shiny new automobile was one of the symbols of living. People went on trips, dates, family picnics or just for a ride—lightly and freeheartedly.

For years, "Plymouth Builds Great Cars" has meant a world of good things to the millions of people owning these great automobiles. Outstanding always, were fuel economy, tire

economy, upkeep economy in Plymouth cars.

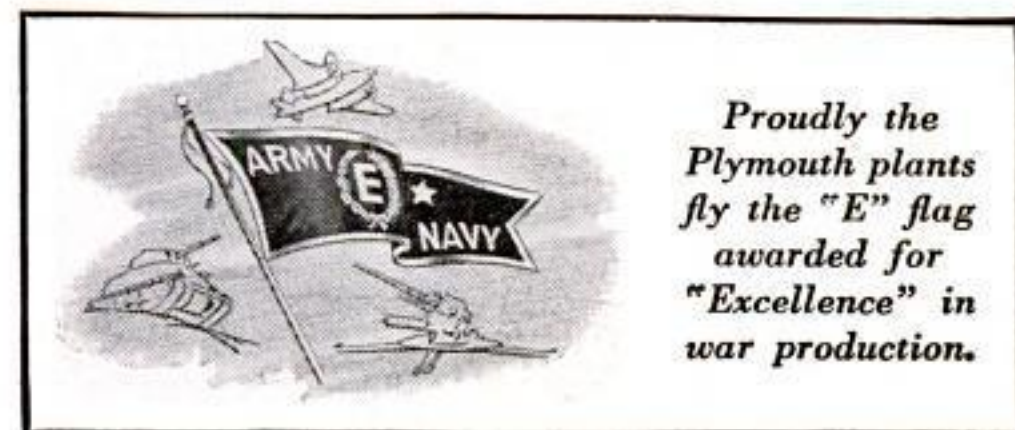
Also, Plymouth owners enjoy nationwide service and parts availability through able Plymouth dealers everywhere. As time goes on, more and more owners of other make cars, too, are going to Plymouth dealers for their wartime service.

"Plymouth Builds Great Cars" used to describe the day to day production in Plymouth plants that would total upwards of 600,000 cars a year. Now it is the background of quality in huge volume of war production: high precision work on tank, airplane and cannon assemblies; welding, grinding, machining armor plate; fabricating myriads of items from magnesium, aluminum, bronze and cannon steels; putting

together with the brilliant technique of seasoned "Know How."

Yet "Plymouth Builds Great Cars" stands for qualities of high usefulness to have and hold in an automobile—to know you will get in a brilliant new car . . . as our boys come home again.

PLYMOUTH DIVISION—CHRYSLER CORPORATION



"Fighting Trims"

Munsingwear's New *LINE OF ACTION* for Women



DESIGNED FOR every woman working toward Victory...by women who work so men may fight. Meeting all the requirements of strenuous jobs, with still enough heart-warming glamour.

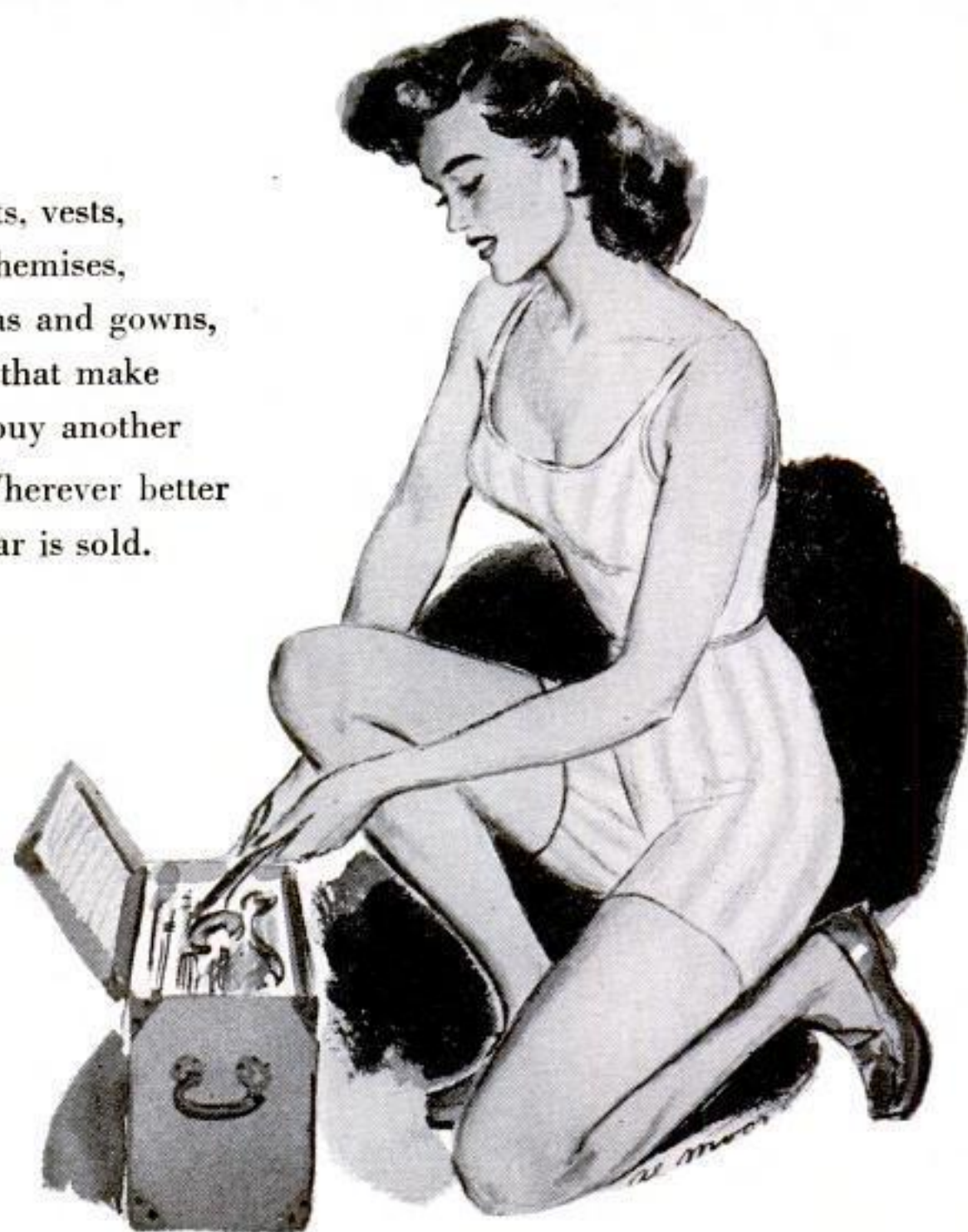
KNITTED of cotton or rayon...cool, clinging, easy to tub back to fastidious freshness. ...Knitted by experts so that inspired ideas like extra back length, non-cutting straps, lithe lines are there to stay.

MUNSINGWEAR

REG. U.S. PAT. OFF.

UNDERWEAR, SLEEPING-AND-LOUNGING WEAR, FOUNDATION GARMENTS, HOSIERY
MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES

In pants, vests, suits, chemises, slips, pajamas and gowns, at prices that make it easy to buy another War Bond. Wherever better underwear is sold.



LETTERS TO THE EDITORS (continued)

issue, Mark IV Blenheims, and not Bostons as you state?

LIEUT. A. BUCHAN U.S.N.R.
St. Louis, Mo.

Sirs:

You identify the planes which are bombing Pantelleria as Bostons. I think that they are B-26 Marauders made by Martin.

ENSIGN W. S. STODDARD
Wooster, Ohio

Sirs:

... I am quite sure they are Martin Marylands.

ROBERT S. GREENSTEIN
New York, N. Y.

Sirs:

The engine air scoops, the turret, the tail wheel and the general shape identify the planes bombing Pantelleria as Martin Baltimores.

BENJAMIN L. METTEE JR.

As a plane spotter Reader Mettee tops his colleagues. The planes are Baltimores. Below are pictures of all four contenders for comparison.—ED.



BLENHEIM IV



MARAUDER



MARYLAND



BALTIMORE

FUTURE JOBS

Sirs:

Your editorial on "Future Jobs" in the June 21 issue was excellent. The postwar world will require action—not promises and platitudes.

The problems of reconstruction present a challenge to all of us. As one who has been in the service for over a year, I look forward to the day when I can do my share in the solving of those problems.

LIEUT. KENDIG C. BARE
Fort Jackson, S. C.

Editorial correspondence should be addressed to:
THE EDITOR, LIFE
TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK CITY

SMOKERS

Here's Relief From
"SMOKE STACK"
THROAT!

Chase away that "smoky taste" between smokes. Tuck a taste-refreshing Luden's into your mouth. Clean, cool menthol clears it for the next smoke, steps up your smoking pleasure.

5¢



NEW! LUDEN'S HONEY-LICORICE COUGH DROPS!

Here's a new flavor in cough relief by the makers of Luden's Menthol Cough Drops. Both are medicated. Both 5¢.



Just Grin and spread it thin

Use your Underwood Deviled Ham sparingly these days. The famous flavor will go a long way when you spread it thin.

UNDER WOOD

After the war you'll again enjoy Underwood Clams, Chowders, Soups, Sardines, Puddings and Pâtéfoie.

EVERBEST
Preserves and Jellies

OLD FASHIONED SPICED PEACH WITH CHERRY

We slice plump peaches that are bursting with flavor, spice them, add luscious cherries, and make a spread that sings to your appetite. A perk-up for every meal!

Please be patient if your grocer is temporarily out of EVERBEST PRODUCTS. Our armed forces must come first!



Questions and Answers about Wendell Willkie's book, ONE WORLD

AS this page goes to press, Wendell Willkie's book has been published for just eight weeks. In that time, it has broken all existing book publishing records for public acceptance.

In letters to Mr. Willkie and to the publishers, a number of questions have been asked about the behind-the-scenes story of the book's publication and success. The curiosity that has been evidenced is so extraordinary that we feel the facts behind the giant sale of *One World* should be public property. The publishers have therefore selected the most frequently asked questions and have attempted to answer them on this page.

QUESTION. Did Mr. Willkie write "One World" himself?

ANSWER. Yes.

This is perhaps the most frequently asked question of all, apparently upon the assumption that the books of public figures are ghost-written. The facts are: a friend of Mr. Willkie connected with the publishers urged him to publish, as a book, the four or five speeches he made following his return from his world-encircling trip. Finally he agreed, but when he got to the task of editing his speeches, he realized that an account of his experiences on his trip and of the people with whom he had talked would reinforce and illuminate the conclusions he had presented in public talks after his return.

He discussed the idea with Joseph Barnes and with Gardner Cowles, his friends who had accompanied him around the world. He asked them to give him memoranda of incidents and to gather together for him such notes as they had accumulated on the trip. Mr. Willkie then spent the next six weeks writing "One World."

The original manuscript has been requested by many libraries. Mr. Willkie has promised it to the Library of Congress and he intends to deliver with it the memoranda and notes which he used in writing the book.

QUESTION. Did anyone foresee or correctly predict the enormous success of "One World"?

ANSWER. No one. The highest pre-publication estimate given by anyone in the offices of the publishers was 250,000 copies. Mr. Willkie himself said privately that he would be most pleased if the book were to reach 150,000 people. When one optimistic member of the publishing house offered to give odds of three to one (in five dollar units) that the book would do better, Mr. Willkie took the bet. He lost, but not in actual money, since his check was proudly framed. The advance sale came to 55,000 copies, and most booksellers felt they had adequate stock to meet the early demand.

QUESTION. Just how many copies have been sold thus far?

ANSWER. *One World* was published on April 8th. By Monday, June 14th, the day these words are being written, 1,200,000 have been printed, and 1,104,000 have been sold.

QUESTION. Has any book ever caught on so rapidly as "One World"?

ANSWER. No book in the history of book publishing

has been bought by so many people so quickly. The "Retail Bookseller," a leading trade organ says in its monthly best-seller analysis: "*One World* has more than doubled the highest month's sale we have ever before recorded. It has sold more copies in a month than most big best-sellers sell in a year. It's just as though someone did 28 feet in the pole vault or ran 100 yards in 4 seconds, or drove a plane 1,200 miles an hour. No matter how long we may live we are hardly likely to see another book sell like *One World*."

QUESTION. How well has "One World" been received in the so-called isolationist mid-west?

ANSWER. At least as well as in any other section. For instance, in the Chicago area alone more than 70,000 copies have been sold.

QUESTION. How does the popularity of the \$1.00 paper edition compare with that of the cloth bound one at \$2.00?

ANSWER. To date, 975,000 of the paper edition and 225,000 of the cloth edition have been printed. This is, we believe, a unique situation in publishing history. For a \$2.00 book to become a great best-seller in its own right when it has been published simultaneously with a dollar edition, is unheard of. As of this moment, 191,000 of the cloth bound book alone have been sold within nine weeks. Reason: many persons prefer to purchase the more permanent cloth bound edition for their library shelves.

QUESTION. Does such a runaway best-seller cause much excitement in the book business?

ANSWER. Indeed, yes. The offices of the publisher were completely disorganized on publication day, and for several weeks thereafter. Thousands of telegrams and telephone calls from all over the country flooded the office. Billing department, shipping department, sales and advertising departments did not even have time for the nervous breakdowns they justly felt were coming to them. The telegrams varied from frantic ones from large chain stores pleading for immediate shipment of from 10,000 to 50,000 copies—copies that were not yet off the presses—to one earnest wire from a small book store which read, "RUSH 100 MORE WILLKIE STOP DEMAND UNPRESIDENTED" (sic).

QUESTION. How did the publishers manage to catch up to the demand?

ANSWER. They didn't—for three weeks. It was necessary to run advertisements in fifty newspapers apologizing to the public because it was impossible

to get enough books to bookstores. It was completely impossible, too, for the advertisements to keep up with the rate of sale. An advertisement would, for instance, run in one paper on a Friday stating that printings had now reached the half million mark. Two days later, an advertisement that had been prepared well in advance to meet the early closing requirements of a different paper would state that the book's sale was only a quarter of a million.

The publishers finally managed to catch up with the book by having it printed in two plants and bound in a third one. Five sets of plates were made, and the printers ran extra shifts on a 24-hour schedule steadily over a two-week period.

QUESTION. Is "One World" too heavy to send overseas to men in the Armed Forces?

ANSWER. No. With the exception of the first three printings, the paper bound copies weigh less than eight ounces.

QUESTION. Is it true that the rate of sale is due to a special large distribution by book clubs, individuals or corporations?

ANSWER. Completely untrue. Some time ago a radio commentator broadcast the statement that the sale was due very largely to a special distribution by a book club. This was incorrect. The book has been distributed by no book club, has been purchased by no organization whatsoever in quantity—with the exception of one order for 300 copies by a single individual. All copies sold to date have gone into bookstores, department stores or other retail outlets, who, in turn, have sold *One World* to the public in ones or twos, or occasionally in fives and tens.

QUESTION. Was "One World" censored in any way by the government?

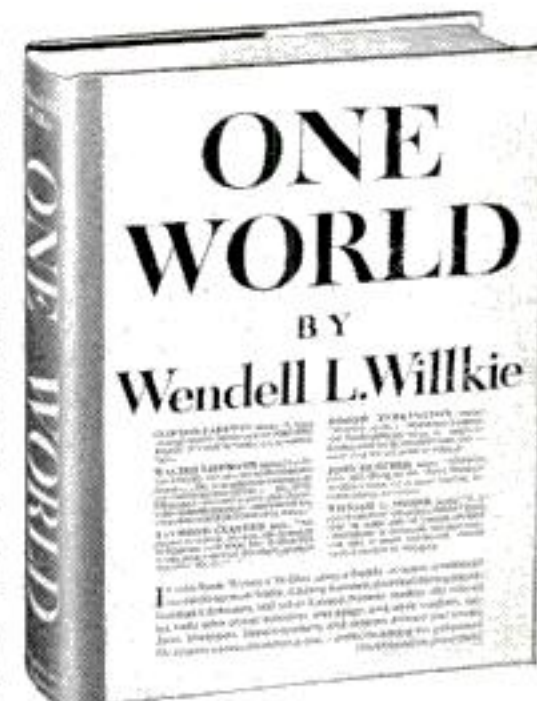
ANSWER. No.

QUESTION. Did the book receive a completely enthusiastic press?

ANSWER. No. It is true that the vast bulk of book reviews, radio and magazine reviews, comments from ministers, educators and other persons prominent in public life were outspoken in their praise of *One World*. But there were few dissenting voices. Among the more influential newspapers, only the *Chicago Tribune* damned the book. The *New York Daily News* book review column did not review it, although the editorial section of that newspaper did comment upon it.

QUESTION. Do the publishers feel particularly proud of their publishing campaign on "One World"?

ANSWER. They do not. If ever a book made its publisher's every sales effort appear puny and insignificant, that book is *One World*. The people who have been responsible for its success are not the publishers—they are millions of Americans (each book is read by several people) who have wanted to read what Wendell Willkie had to say.



SIMON AND SCHUSTER • PUBLISHERS • ROCKEFELLER CENTER • NEW YORK CITY

"THE BEST IS YET TO COME"



AN EXPRESSION OF FAITH

Recently, Goodyear dedicated a new home for its bold and manifold research activities, now concentrated on war products.

Gathered here, in vast array, are the most modern instruments of scientific discovery — not only in the fields of natural rubber, synthetic rubber and its kindred plastics — but in fields also ranging even to aerodynamics and metallurgy.

More than a million dollars went into this building and its equipment. It is, we believe, the finest laboratory for its purpose in the world.

But it is not the completion of the structure which we emphasize here.

It is rather the beginning of a new advance — an advance already launched by the limit-

less demands of war, which will surely gain momentum with the peace to come.

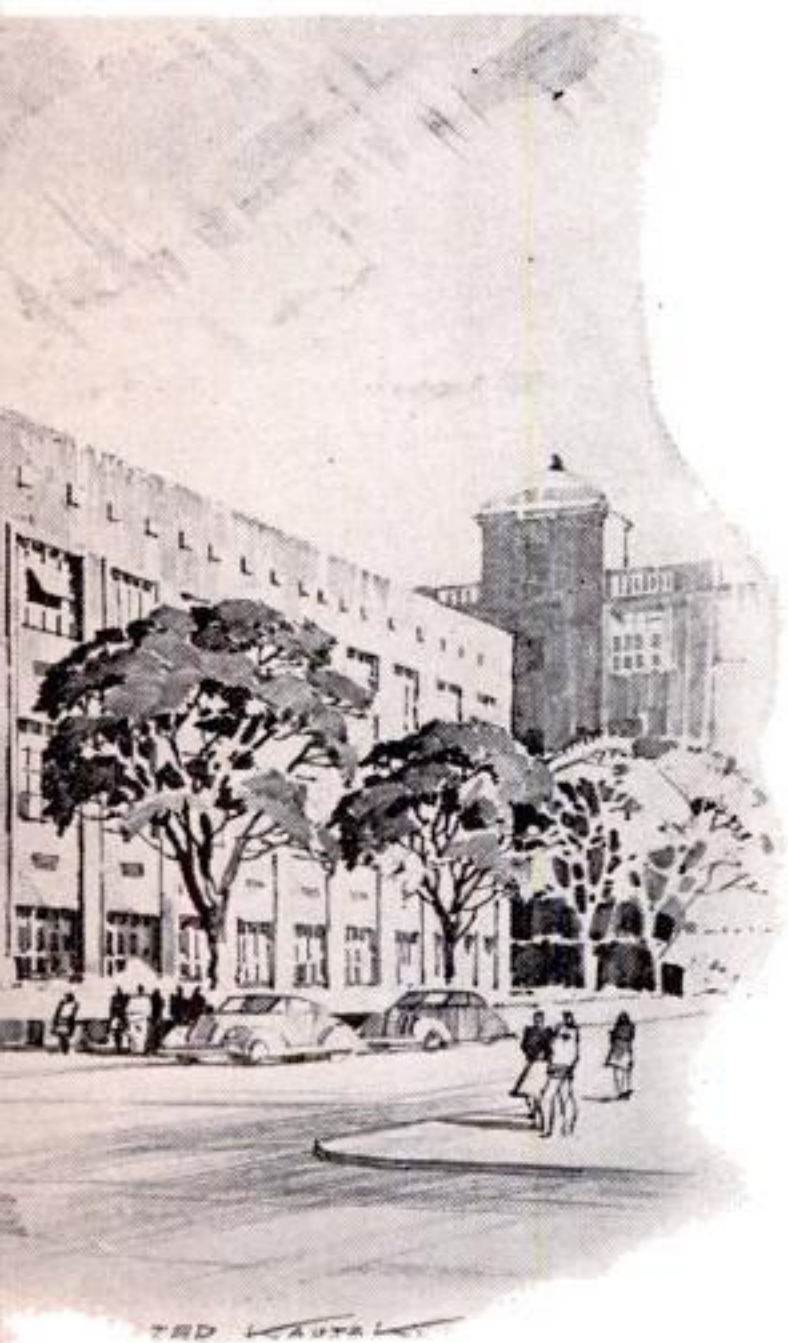
For Goodyear's growth has stemmed not from the accumulation of properties or from finance—but from fertility of the mind and the serviceability of the products which this fertility brought forth.

From the beginning Goodyear has steadfastly stressed research to advance the usefulness and value of its products.

It was this constant quest for improvement which, in the early days, originated the first straight-side tire.

It brought forth the first pneumatic tire for





IN AMERICA

trucks and farm tractors—the first low pressure tire for airplanes.

It brought cotton, rayon and nylon cord tires to their high perfection.

It produced Pliofilm and Airfoam, twin advances in packaging and cushioning.

It developed the never-equalled Compass transmission belt.

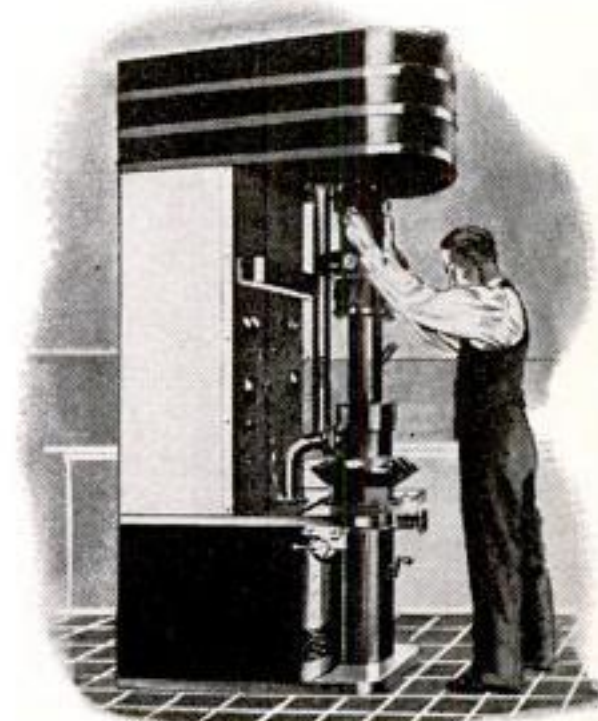
It perfected bullet-puncture-sealing fuel tanks for airplanes.

It enabled America's first *all-synthetic* tire, produced by Goodyear in 1937.

And for 28 years now, it has won popular tribute, expressed in the fact that more people ride on Goodyear tires than on any other kind.

We cannot predict what this laboratory will bring forth in future.

But in the realm of possibilities — from the developments spurred by war — is such a range of products as nailable glass, wafer-thin insulating materials, hundred-mile conveyor belt systems, non-freezable plastic water pipes, metal-wood laminations for car and airplane bodies, mildewproof tents and awnings, static-free radio, all-welded airplane fabrication, crashproof airplane fuel tanks, and many like wonders on which we are now at work.



These will dictate in significant measure “the shape of things to come,” forecasting the fullness of life which is ours to conceive and realize when peace returns.

So what we have dedicated is not a building, but the talents which this building is built to serve.

It is our aim to make it forever true of Goodyear, as of life in America, that “the best is yet to come.”

Plioilm, Airfoam, Compass—T.M.'s
The Goodyear Tire & Rubber Company

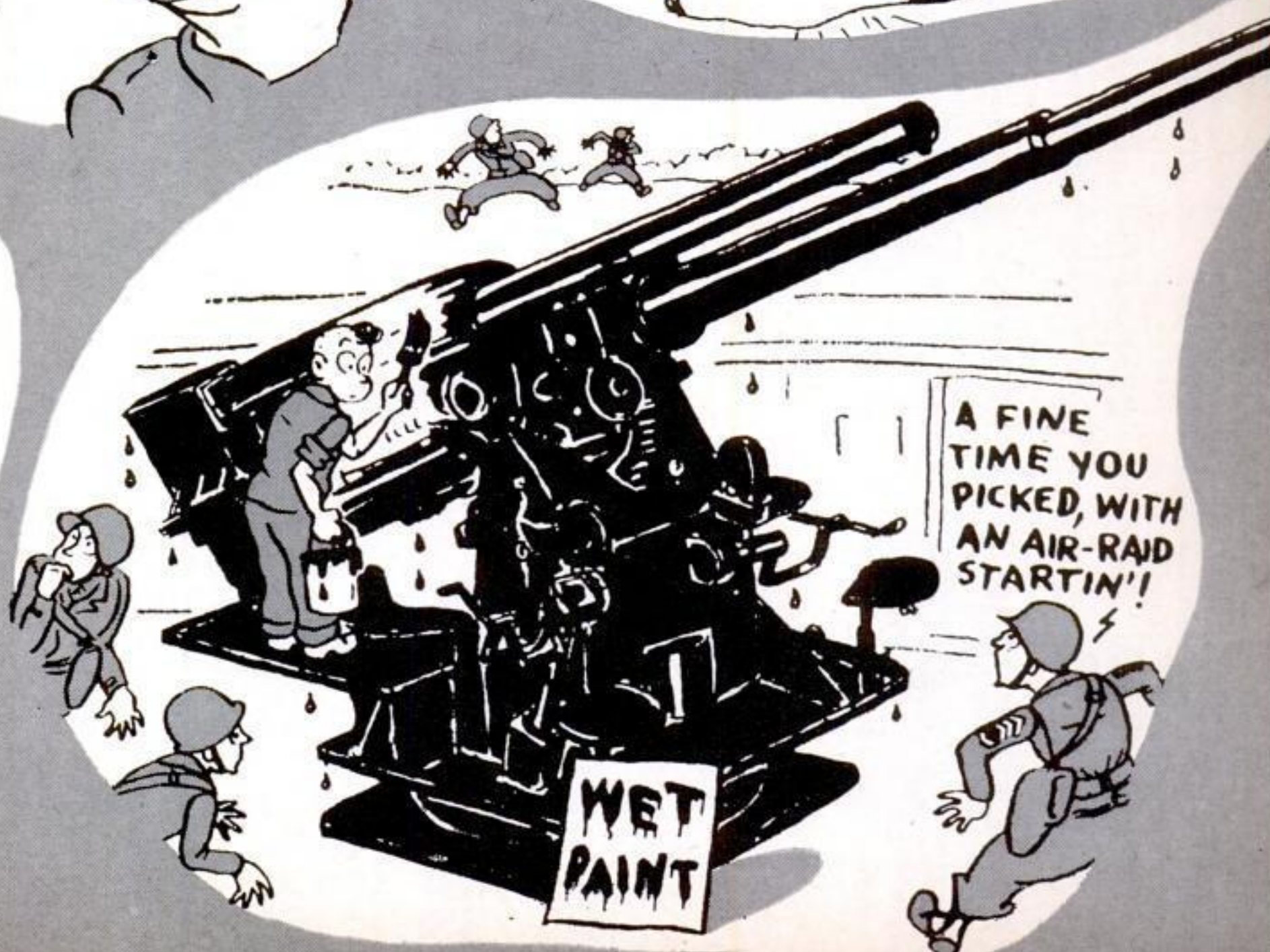
GOODYEAR

THE GREATEST NAME IN RUBBER

SPEAKING OF PICTURES . . .

. . . BREGER'S ARE POPULAR WITH U.S. TROOPS IN ENGLAND

G. I. JOE



Dave Breger, who chronicled the adventures of the American soldier in training in this country, is now stationed in England where he is keeping right on drawing the humorous side of Army life. Though promoted from private to sergeant and now commissioned a second lieutenant, his cartoons still mirror the world

of "G. I. Joe," the eternal enlisted man. He is the only officer whose work appears in the British edition of *Yank* and the examples on these pages appear for the first time in this country.

Breger's drawings, in which all officers are iron-jawed and stern and enlisted men willing but bemused,

are beloved by our soldiers in the European Theater of Operations. They do not resent the artist's rise to commissioned rank, necessitated by his inability to get around as a private. Before becoming a lieutenant, Breger once went to a camp to draw some cartoons and, in typical G.I. fashion, wound up on K.P. duty.

By Lt. Dave Breger

DON'T LOOK NOW
BUT THAT RAM IS GAZING
AWFULLY AFFECTIONATE
AT YOU!



PURSUANT TO AUTHORITY
CONTAINED IN SECTION
2G-764.49, XYZ, HH5
PARAGRAPH AG663 SHIFT
37.414 GSC HEP HEP
REFERRED TO 99QR-7
735.9-HL63 MIX YOLKS
OF TWO EGGS 36Z-40
AS AMENDED BY 74N
AGD 52.67½ = V6X-3
7R+92 E PLURIBUS
UNUM 274-4Q2 +
CUBE ROOT OF
ZERO...

WE GOTTA REQUEST AMMUNITION
QUICK! JOE, YOU DIG UP SIX LETTERS
OF RECOMMENDATION IN TRIPLICATE! STEVE,
YOU BRING THREE MORE REAMS OF BUCK-
SLIP FORMS AND CARBON PAPER!
CHARLIE, YOU GO CAPTURE A

TYPEWRITER
FROM THE
ENEMY!



D'YA MAKE OUT
THIS FORM ARX 37-44Z
IN TRIPLICATE OR
QUADRUPLICATE?

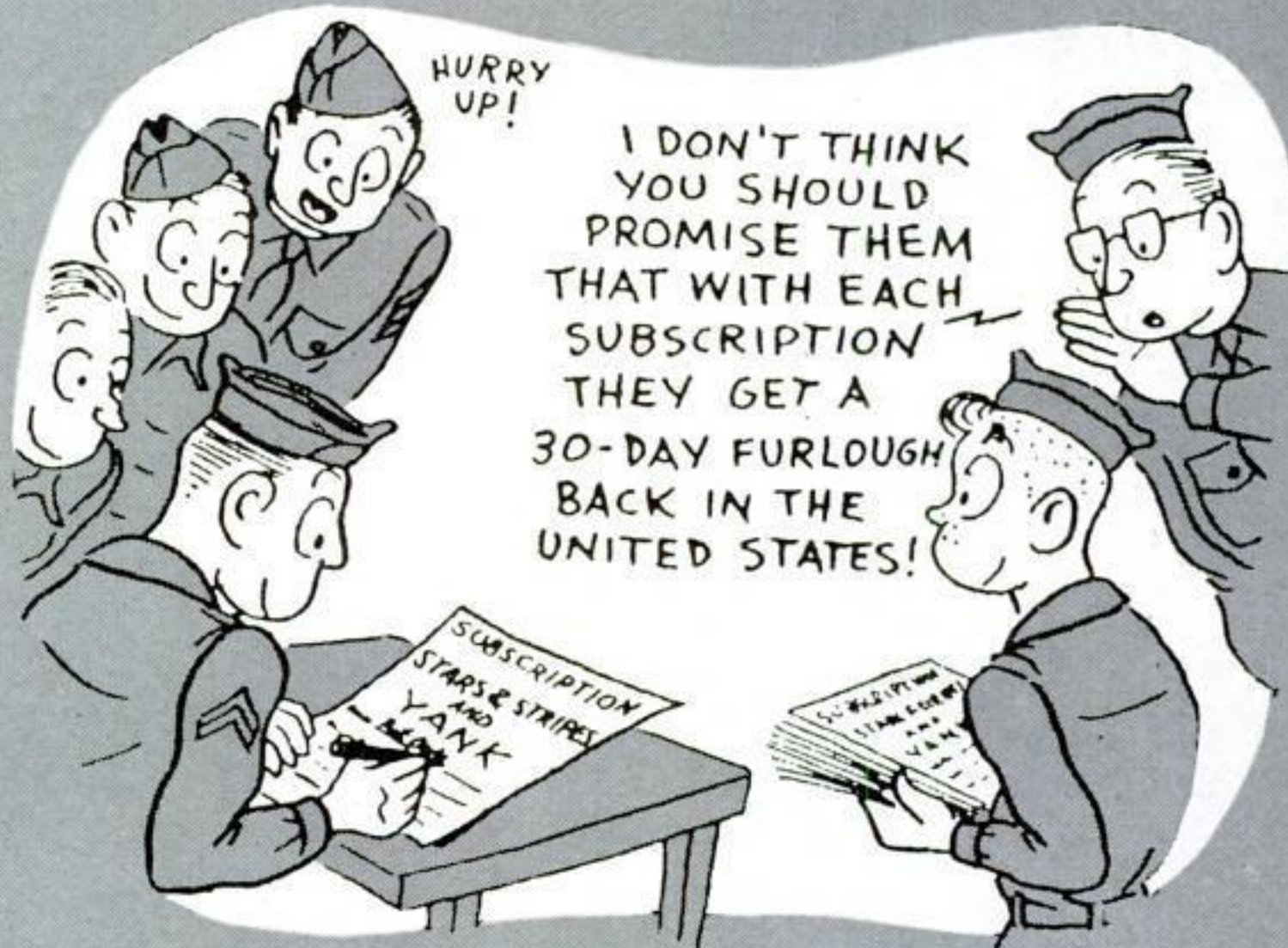
SEPTUPLICATE!
AND DON'T FOR-
GET THE CONFIRMING
CABLE TO
MEXICO CITY!

SIR, I
SUSPECT
A SPY....



HURRY
UP!

I DON'T THINK
YOU SHOULD
PROMISE THEM
THAT WITH EACH
SUBSCRIPTION
THEY GET A
30-DAY FURLOUGH
BACK IN THE
UNITED STATES!



HERE ISS DER AMERICAN
WHOSE TONGUE HASS SAVED
US FROM LOSING DER WAR!
HEIL G. I. JOE!



IT'S THE
ONLY WAY
WE COULD
STOP HIM
FROM BLABBING
TO EVERYBODY!

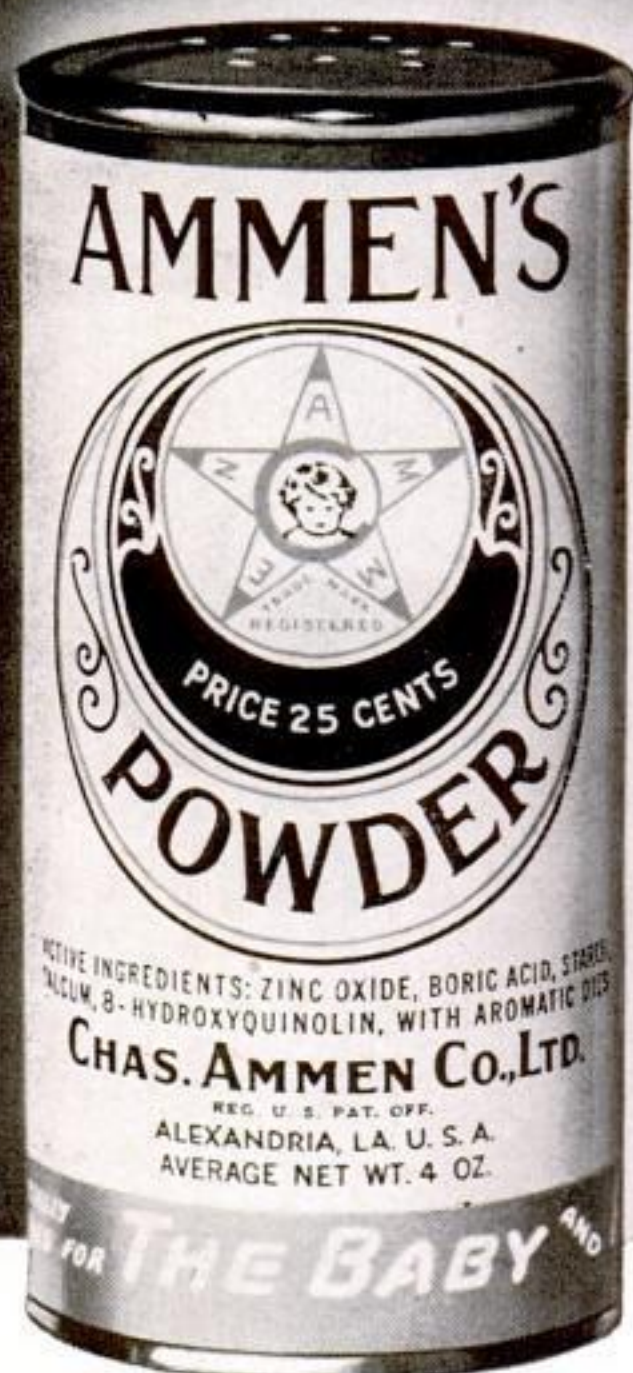


WHY, SIR!
WHAT MAKES YOU
THINK WE'D KEEP
A WOMAN
HERE!



HEAT POWDER • BABY POWDER
FOOT POWDER

*Here's
Triple Action*

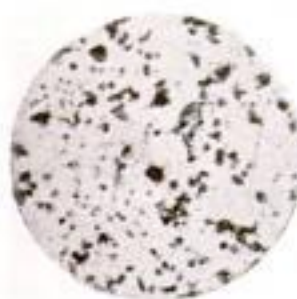


Regardless of what you ask for... what you are seeking is RELIEF from skin irritation... PROTECTION against skin infection. To give this relief and protection, a powder must absorb perspiration, soothe the skin and prevent the growth of harmful bacteria. Secure these three essentials and you have a perfect skin powder... call it what you will.

AMMEN'S *TRIPLE ACTION POWDER*
does all three

THAT'S WHY UNCLE SAM'S FIGHTING MEN ARE USING IT ALL OVER THE WORLD!

- ★ **ABSORBENT** Quickly absorbs perspiration without caking the pores.
- ★ **ANALGESIC** Soothes and relieves irritated tissues.
- ★ **ANTISEPTIC** Guards against bacterial growth; protecting against infection.



SUPER SOFT

Microscopic analysis reveals AMMEN'S is made of particles of exceptional fineness and uniformity; assuring a smooth, soft texture. Impartial laboratory tests show that any bacteria within an area of 6 to 7 MMS of AMMEN'S POWDER cannot live.

SURE PROTECTION

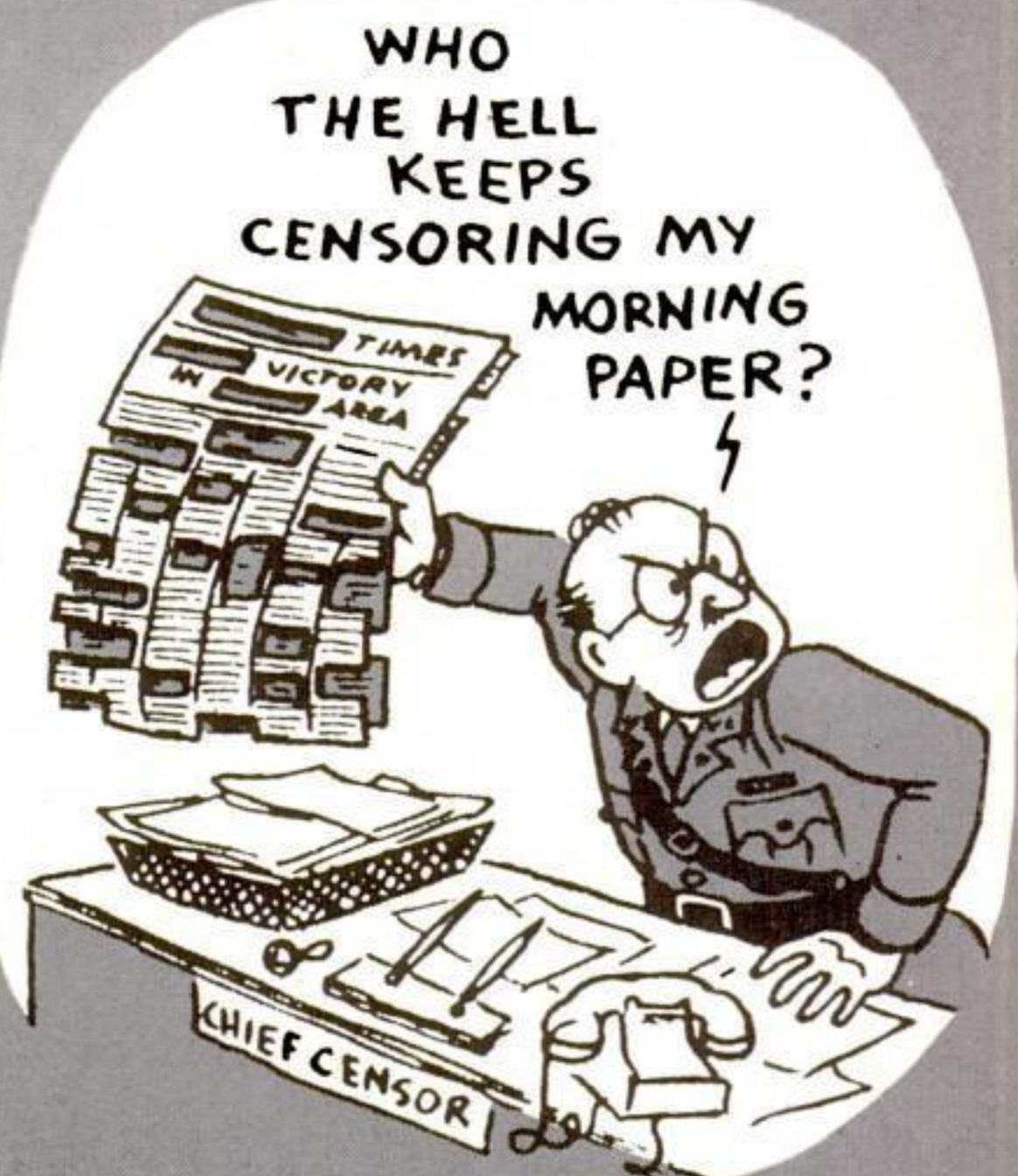
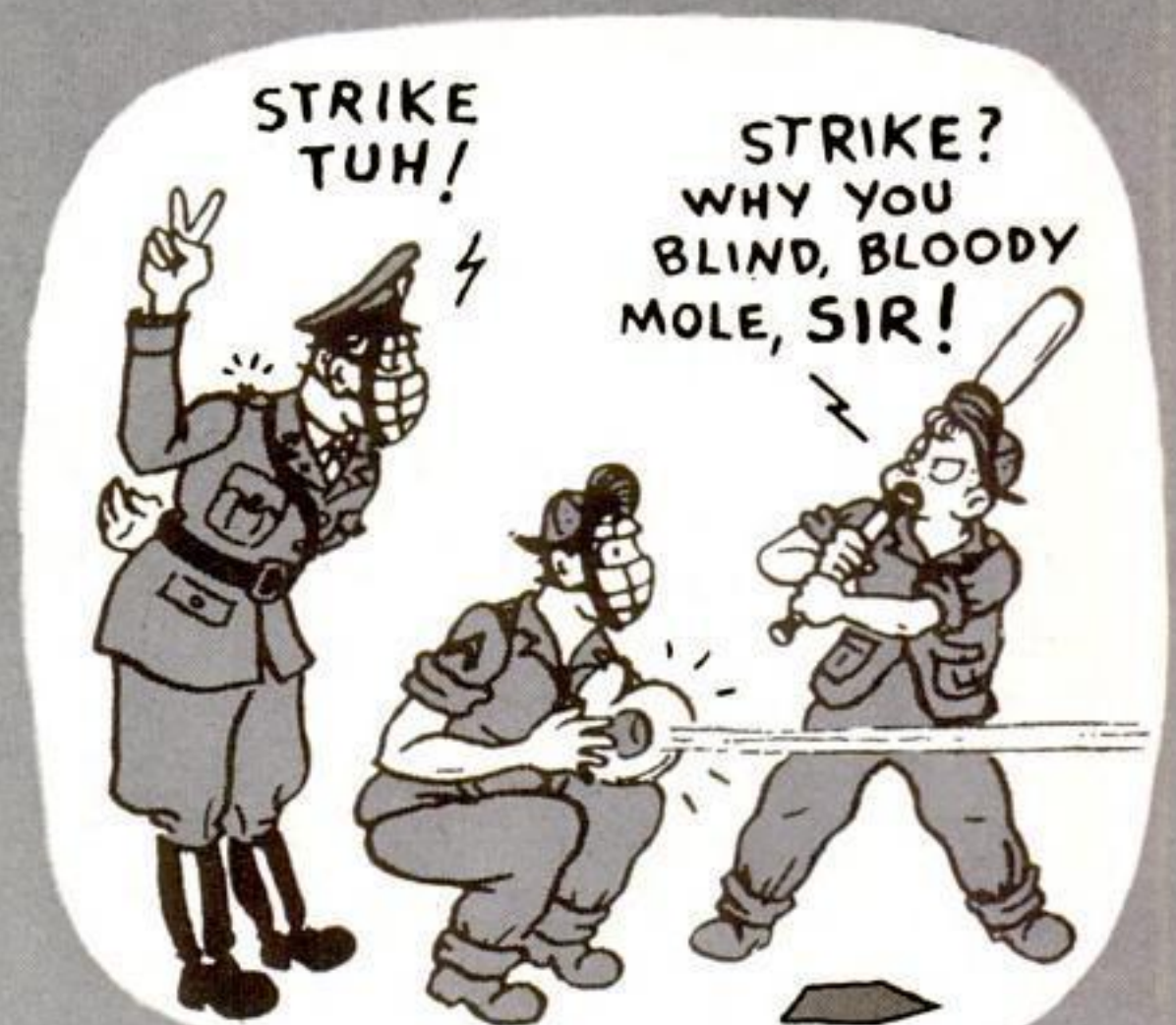


At all better drug stores and toilet goods counters and Post Exchanges everywhere.

CHAS. AMMEN CO., LTD., Alexandria, La., U. S. A.

SPEAKING OF PICTURES

(continued)



BUY
WAR BONDS
AND STAMPS
TODAY

Keep America
Free



Body blow *by Fisher*

First in the automotive industry to fly the Navy "E" with three stars, Fisher has also been awarded the Army-Navy "E" for its ahead-of-schedule tank production.

IT'S bad news for enemy planes—this 90-millimeter anti-aircraft gun.

Here are a few notes for the record—time and place deleted.

A four-gun battery of these "nineties" brought down sixteen high-altitude bombers in twelve days.

"Body blow" was right!

Fisher is proud of this gun, although Fisher did not make *all* of it. Like most armament, it is a fine example of the cooperative spirit of American industry, with many manufacturers contributing to the finished product.

Perhaps Fisher's most notable contribution to this national effort

is craftsmanship well directed. Precision men and precision methods help to give Fisher tanks, bombers, anti-aircraft guns and delicate aircraft instruments a technical plus. All the unusual crafts and special skills we have developed are trained on this target.

In war as in peace, craftsmanship is our goal. And we do our best to make the Fisher name on armament mean an ace in the hole when the going gets tough.



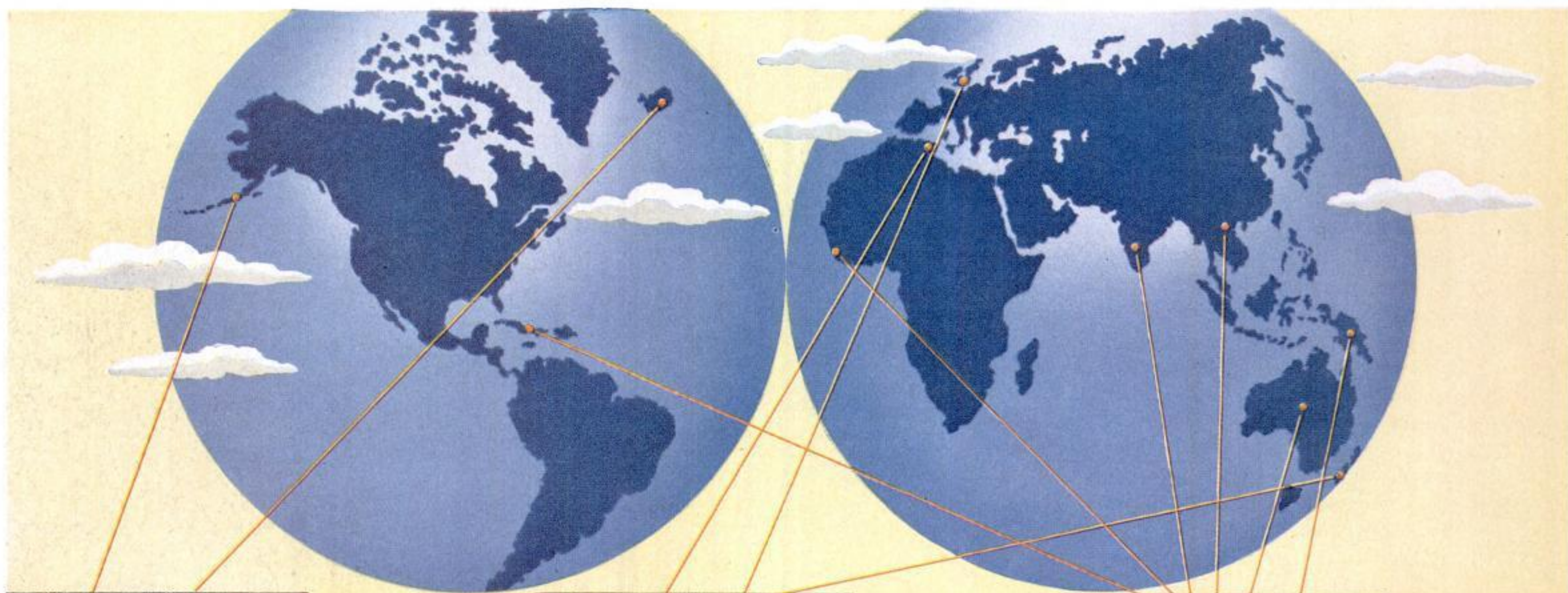
armament
BODY BY

Fisher

DIVISION OF GENERAL MOTORS

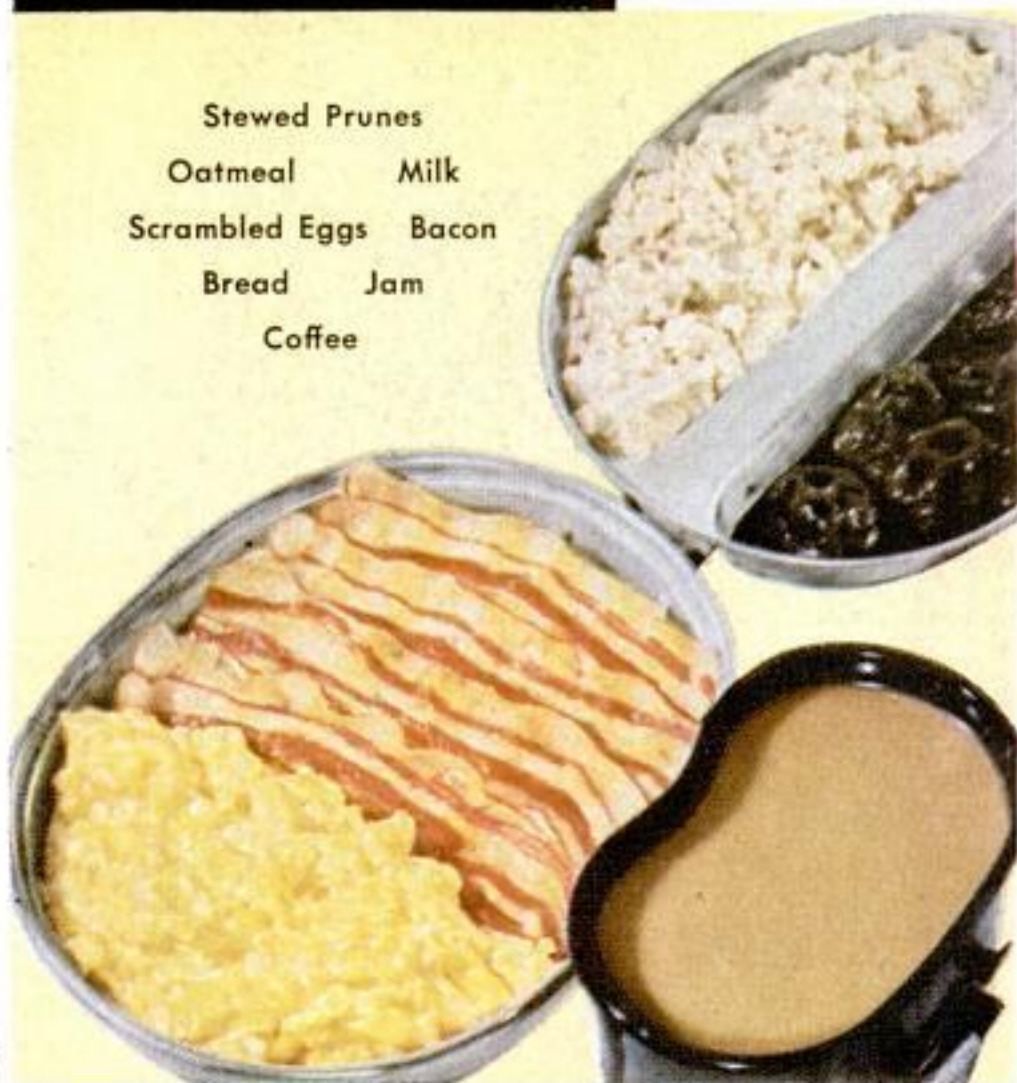
Here are the meals the Yanks eat Overseas

U. S. Army Expeditionary Force Menus Are Planned for Every Location and Climate. And They Include Plenty of Stamina-Sustaining Meat Every Day!



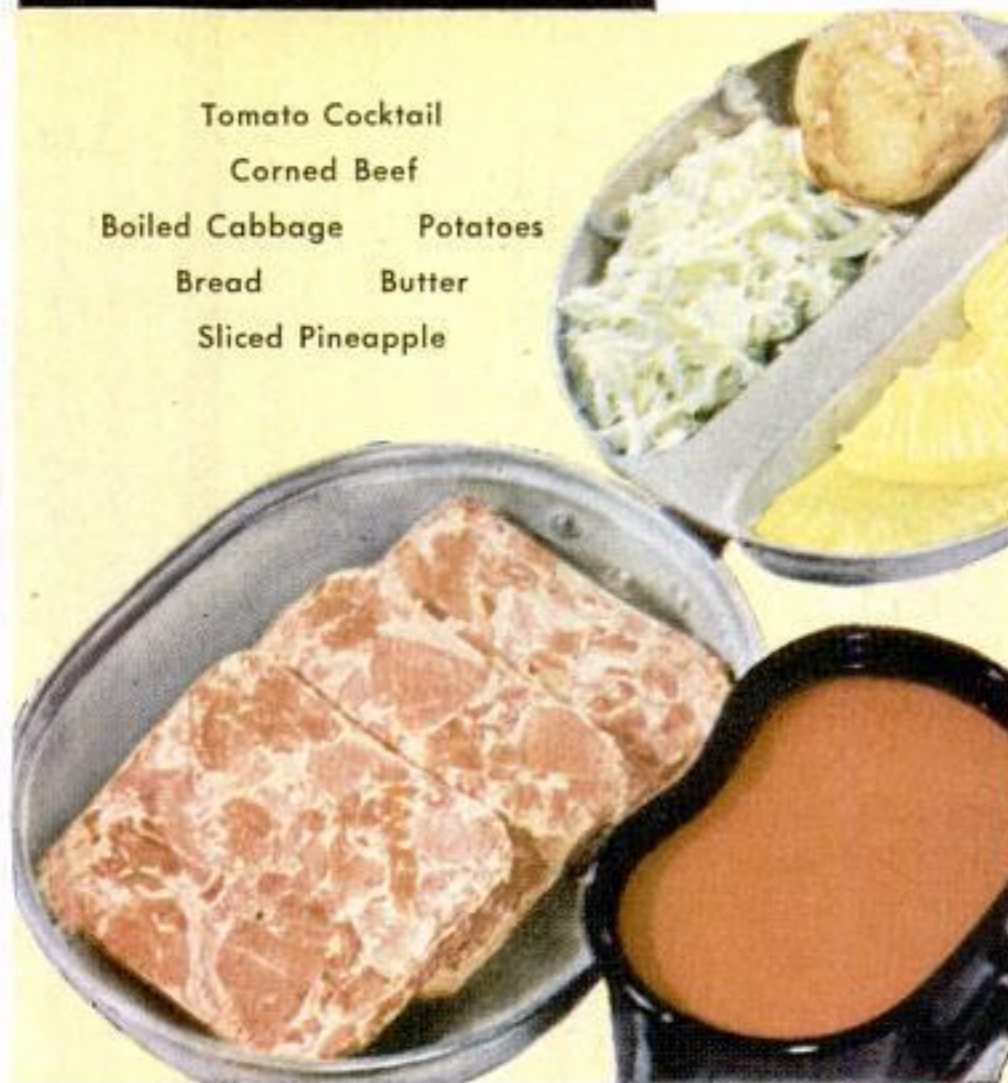
Frigid Zone Breakfast

Stewed Prunes
Oatmeal Milk
Scrambled Eggs Bacon
Bread Jam
Coffee



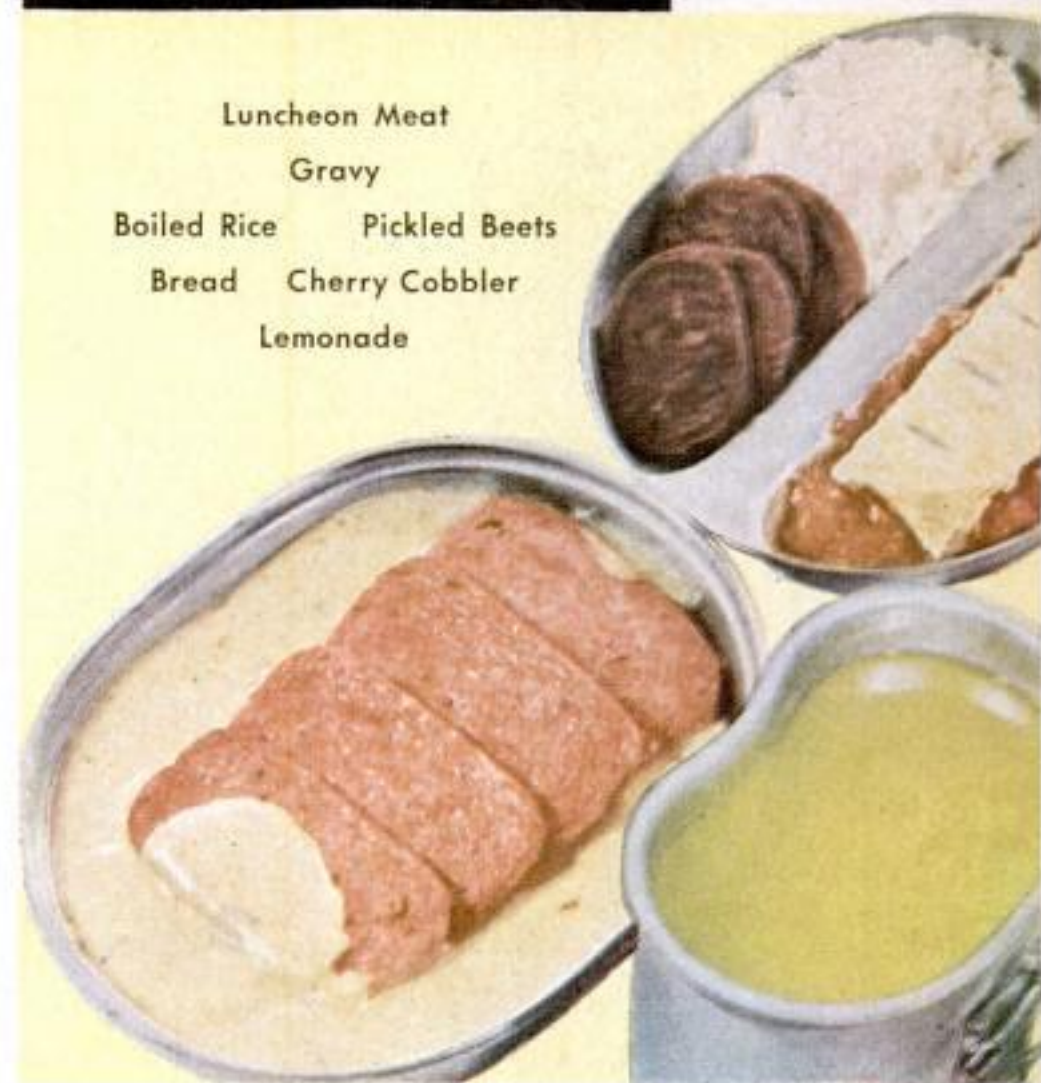
Temperate Zone Dinner

Tomato Cocktail
Corned Beef
Boiled Cabbage Potatoes
Bread Butter
Sliced Pineapple



Tropic Zone Supper

Luncheon Meat
Gravy
Boiled Rice Pickled Beets
Bread Cherry Cobbler
Lemonade



© ARMOUR AND COMPANY

To meet extremes of weather, plus shipping and storage problems, Expeditionary Force meals are prepared from canned and dehydrated foods. But in flavor, variety and nutritive value, these meals are the equal of the meals served in camps at home.

The U. S. Army can't tell you where your favorite soldier is stationed overseas. But we can assure you that wherever he may be, he gets good, nourishing meals . . . planned especially for the conditions of his particular post by the U. S. Army Quartermaster Corps.

Fine meat is a big item in his menus. In frigid, temperate and tropic zones alike, such meats as Armour's Star Beef and Star Bacon, Star Canned Meats and Sausage supply the nutrients a fighting man



needs . . . make his meals appetizing and satisfying.

Armour and Company and the other packers prepare millions of pounds of meat every day for the Armed Forces, so that men five thousand miles from home can have good American food.

With a major share of America's meat supply going to the fighting fronts, folks at home must ration the remaining meat. Armour and Company has pledged itself to help feed our fighting forces and our allies amply and well . . . and to provide enough meat for Americans at home, too. You can help us keep that pledge by using your meat ration wisely . . . by planning meat meals carefully to get the most from every portion. This is an important contribution you can make for Victory.

Armour and Company

For finest quality and flavor ask for Armour's Branded Products
Star Ham and Bacon Star Beef, Veal, Lamb Cloverbloom Poultry
Star Sausage Star Canned Meats and Dairy Products

LIFE'S REPORTS

IN A GERMAN PRISON CAMP

by CONSTANTIN JOFFE

A few weeks ago LIFE published pictures of German and Italian prisoners of war now being held in encampments in this country. At the time these pictures were taken, many of the Germans complained that they did not like the treatment they are receiving. They objected to the lack of mail and had unfavorable comments on American cooking and cigarets and on the recreational facilities at the camps. One German lieutenant colonel asked that a swimming pool be installed.

For purposes of comparison LIFE asked Constantin Joffé to describe his experiences in a German prison camp. M. Joffé, a Russian who joined the French Army in 1939 at the outbreak of the war, was captured by the Germans in the Battle of France and held. He was released because his wounds prevented him from doing hard labor, subsequently came to the U. S. He is the author of the recently published *We Were Free* (Smith & Durrell, \$2.75) in which he gave a fuller account of what he saw.

Today 3,728 American boys are living behind barbed wire in Germany. When the American armies invade Europe it is only natural that the number of American prisoners in Germany will increase.

I do not know how these prisoners are being treated now, but I would like to tell you how 1,800,000 Frenchmen exist behind the barbed wire of German subtlety and brutality. I was one of them—57756 was my number as French prisoner of war in Stalag XVIII in Germany.

On June 6, 1940, at 6 o'clock in the evening, 800 tired, exhausted, thirsty men stood in the middle of a dusty road. Three weeks before, when the Battle of France started, they had been a shock troop regiment of 2,800 men. Most of the 800 survivors were wounded—but they were given no medical care. They were guarded by Germans on bicycles who pushed them along with bayonets. Stragglers were shot.

The first stop was in the backyard of a house where a German *Hauptmann* questioned us about our division, regiment and so on. We had had nothing to drink for three days and our tongues were swollen and parched. We asked for water. The German *Hauptmann* immediately sent some of the prisoners to fetch it. The men surged forward. "Halt! Schweinebunde!" yelled the *Hauptmann*. "Get back! You will get water, but you can wait for it." He then ordered a group of the guards to undress and wash themselves. When the water was full of soap we were allowed to drink it while the *Hauptmann* looked on with a sardonic smile. That was our first contact with German soldiers.

In a locked boxcar

Then followed three days of a Dantesque journey, three days which 65 men spent behind the locked doors of a boxcar intended for 40, without any sanitary arrangements, without a drop of water or a crumb of bread. Finally we arrived in Germany.

Painfully helping one another as best we could, we hobbled out of the train onto the platform. "Raus, Raus," the guards shouted at us. Laboriously we scaled the hill that led to the camp. The men with wounds in their legs clung to their comrades or leaned with all the strength of despair on improvised sticks.

The civilian population obviously felt no differently from the

CONTINUED ON NEXT PAGE



In Style Everywhere!

Patriotic ladies, you're an inspiration for the nation, in your trim, pretty Kay Whitney Frocks! Seersuckers in checks and stripes. No ironing—just wash 'em and wear 'em! Tailored by Kay Whitney. Sold by dealers everywhere at less than \$5.00.

RELiance MANUFACTURING COMPANY

212 W. Monroe St. • Chicago, Ill.

New York Offices: 200 Fifth Ave. • 1350 Broadway

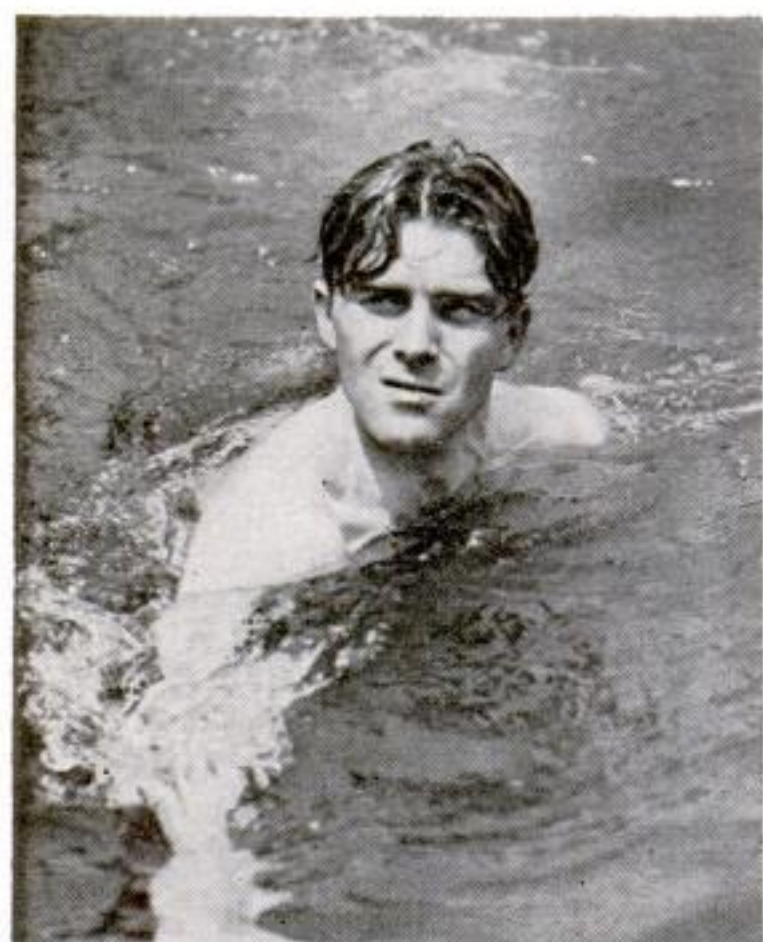
MAKERS OF Big Yank Work Clothing •
Happy Home Frocks • Miss Yank Slacks •
Universal Pajamas • Aywon Shirts • No-
Tare Shorts • Ensenada Shirts and Slacks •
Parachutes for Men and Matériel



How is your "GARDEN HAIR"?



DRY AND STIFF? Is that how your hair feels, after you've worked for hours in the garden? No wonder. The good sun is drying to hair, often making it wild as weeds, very difficult to comb. That's what often happens to hair, as a fellow hoes and cultivates the good earth.



DIVING INTO WATER—or daily use of water as a dressing—tends to wash away natural oils, leaving hair more unruly than ever. That's why many thousands have found it so important in summer to use Kreml Hair Tonic regularly.



GREASE GOES to the other extreme. Grease makes the hair lay down—and how! Gives it that "patent-leather" look, plastered down and shiny. Of course, if you're a hep cat, you may like grease. If not, please try Kreml.



KREML IS RIGHT—thousands declare—for better-groomed hair! Right because it's never drying like daily use of too much water. Right because it's never sticky or greasy. Kreml removes dandruff scales, makes your scalp feel so refreshed—helps hair look its natural best!

KREML

HAIR TONIC

makes hair feel softer, more pliable, easier to comb. Removes ugly dandruff scales and relieves itching of scalp they cause. Kreml also relieves breaking and falling of hair—when excessive exposure to sun, wind or water... has made it dry and brittle. Use Kreml daily as directed on the label. Try Kreml today!



LIFE'S REPORTS

(continued)

military. The windows were full of heads watching us, the air resounded with jeers and cries of "Kill the dogs!" Suddenly a civilian of about 50 broke from the crowd, rushed at the men who carried sticks and, amid the applause of his countrymen, snatched them away from us. We were helpless, but nobody interfered.

"You dogs don't need those!" the German shouted.

"But those fellows are wounded, they can't walk without their sticks!" one of the prisoners cried in German. "Look here, be human!"

"Human? To them? You can all die like dogs, the lot of you! Why should we feed or help you?"

This was our first contact with the German civilian population.

A wall of metal thorns

Once in the camp we found ourselves surrounded by barbed wire, before us, behind us, to right and left—a wall of metal thorns, 14 ft. by 7 ft., studded with obstacles. At every 40 yards stood a wooden tower about 30 ft. high topped with two machine guns, two searchlights, a telephone and soldiers to watch over us. Our heads were shorn like those of criminals. At first we slept on the ground or on the cement floor of the military stables. Later we were moved to wooden huts 135 ft. long, 21 ft. wide and 18 ft. high. All around these huts were three rows of wooden bunks, one above the other. Each man had two feet of breathing space and a little straw to lie on and one blanket. Six hundred and seventeen men lived in each of these huts, which were lighted by three 15-watt bulbs and equipped with only one water faucet and no other sanitary facilities at all. That was our Lebensraum.

We drank water morning, noon and night to fill our perpetually empty stomachs. For breakfast we were given a yellowish liquid extravagantly called coffee; at noon, soup made with frozen potatoes which had not been washed or peeled—no more than liquid garbage. At night we got seven and a half ounces of black sawdust bread and more of the same nauseating soup. I am sure no mongrel could have stomachached this soup. The first time I saw it I could not touch it; the odor was so violent that I vomited. But the next day we were all so hungry that we fought each other to get it.

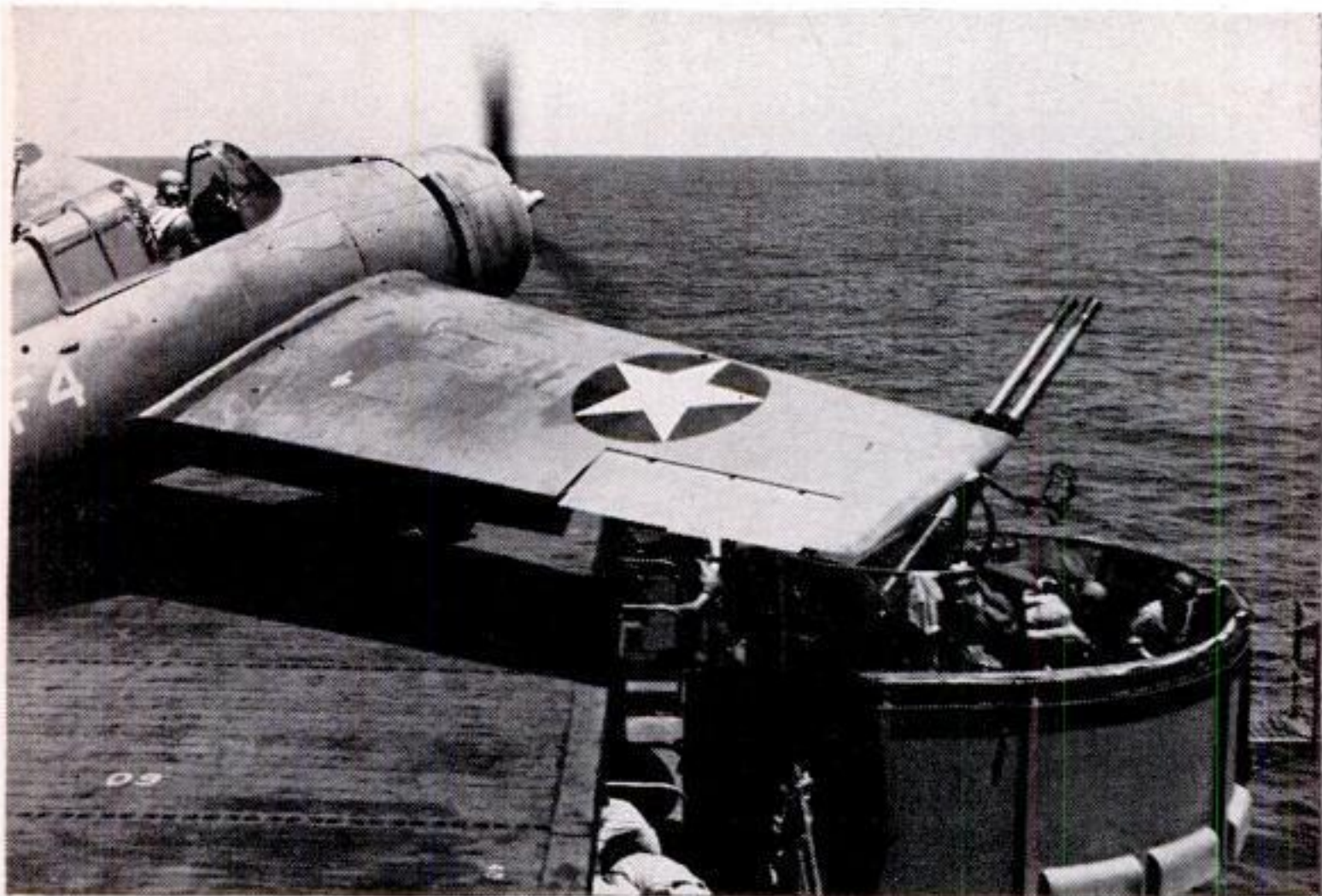
We had our newspaper. We had music, we had radio. The newspaper, called *The Hyphen*, was printed and edited in Berlin. In it the German propagandists tried to describe for us the beauty of the German political organization and to educate us for the postwar period. We learned that the Anglo-American plutocracy under the influence of the Jews was responsible for our entry into the war and our defeat. Hitler was a peace-loving man who promised us a better world when the war ended.

Always the propaganda

The music was a German military band which tried to entertain us with military marches. The radio was the German propaganda machine which tried to impress us with the news of German victories all day long.

There were only two English prisoners of war in our camp. Twice a month the 30,000 or 40,000 prisoners of war were assembled in the large drilling ground which we called the "Champs Elysées." Then the two Englishmen were placed on a wooden stand in the middle of the field, and we were all told that these very men were responsible for our being in the camp—and if only their fellow Englishmen would stop their stupid, futile fight, we could all be free tomorrow. This had the opposite effect from the one the Germans intended. Whatever we could spare from our poor food rations or belongings went to those two English soldiers who became the very symbol of resistance and faith in victory.

All prisoners of war in Germany are subject to hard labor duty. They work everywhere—on the land, in factories. They are paid from 52 to 72 pfennigs a day with specially printed bills which the Germans call *Kriegsgefangenengeld*. This money was absolutely worthless anywhere outside the camp, and even in the camp canteens there was nothing to buy but toothbrushes or souvenirs of our captivity. Whether a man works or not, the amount of food he receives is pretty much the same. The great attraction in work, however, is that it keeps the men busy and makes them too tired at night to lie awake and think. Thus work becomes the opium of the prisoner.



1. **Grumman Fighter**, attempting to land, veers to starboard side of ship. A sudden crosscurrent of wind could have been responsible.



2. **The plane clips** the tops of the Bofors 40 mm. guns with sufficient force to break the tip of its wing. Pilot, nevertheless, skillfully keeps plane on even keel.

Official U.S. Navy photos



3. **Splash!** Plane will bob to surface, give pilot enough time to unfasten his safety belt and escape before plane sinks, nose first.



4. **Pilot dove clear** and was saved. Note wing tip completely broken off by impact with water. Note life raft automatically emerging from fuselage.

What does a lens-hawk do on a flat-top?

To a lot of people, an aircraft carrier is an unusual place to find a photographer. Yet he is an important member of the crew.

He's all over the ship, shooting his pictures under every conceivable condition . . . in fair weather . . . in wild, pitching seas . . . often in the midst of battle. He must be on the alert every second, ready to snap any action. He must be particularly on the watch for things that might go wrong, so that his photographic record of avoidable accidents can later be used to make good pilots *better pilots*.

For instance, the pictures shown here are an invaluable record of just one mishap. The Navy photographer who took them on a small escort carrier *did not* have the luxury of a movie camera. He used a hand-held aerial scouting camera manually operated, yet he got six clear pictures in a few seconds! Four are shown above.

Many a Navy pilot will study the pictures, will note the position of the plane's controls, note how it behaved, and will come away a wiser, surer pilot.

That's why there are lens-hawks on flat-tops!

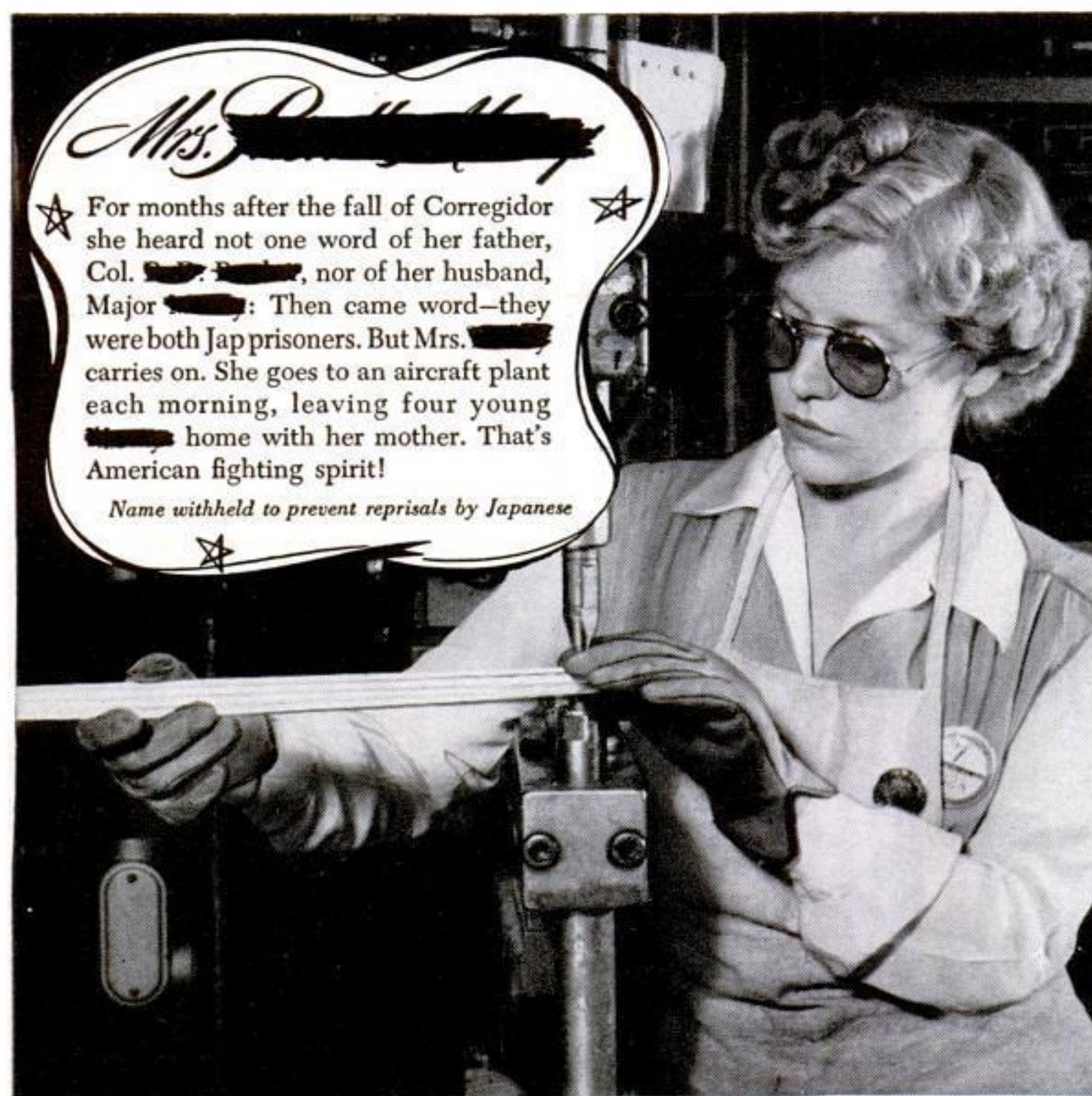
Naturally, this kind of vitally necessary photography uses a lot of film. In fact nearly 80% of Agfa Ansco's production of films and photographic supplies goes to the armed forces or to industries serving them!

This means that while the war goes on you'll not have as much film for *your* camera as *you* used to have. But remember: somewhere there's a Navy photographer who's helping some other fellow fly the better for it.

AGFA ANSCO BINGHAMTON, NEW YORK
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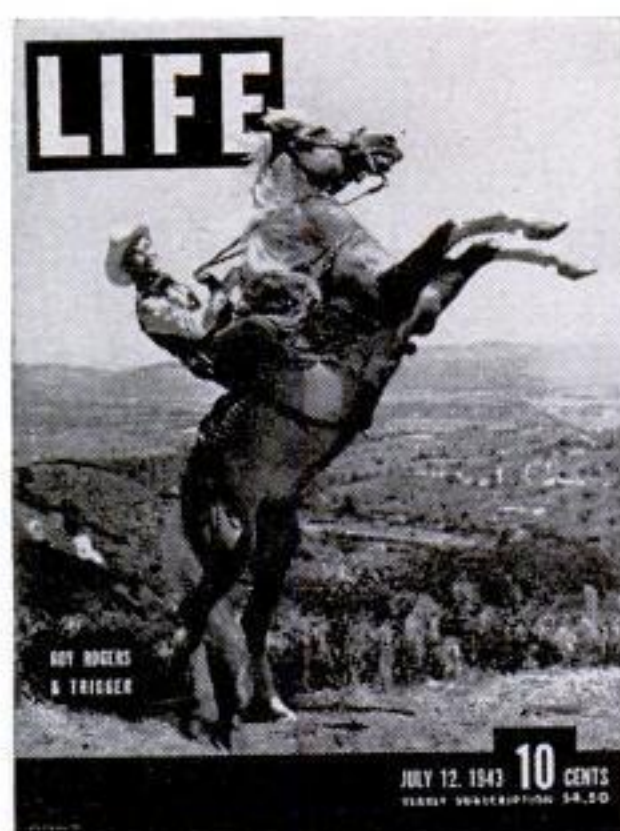
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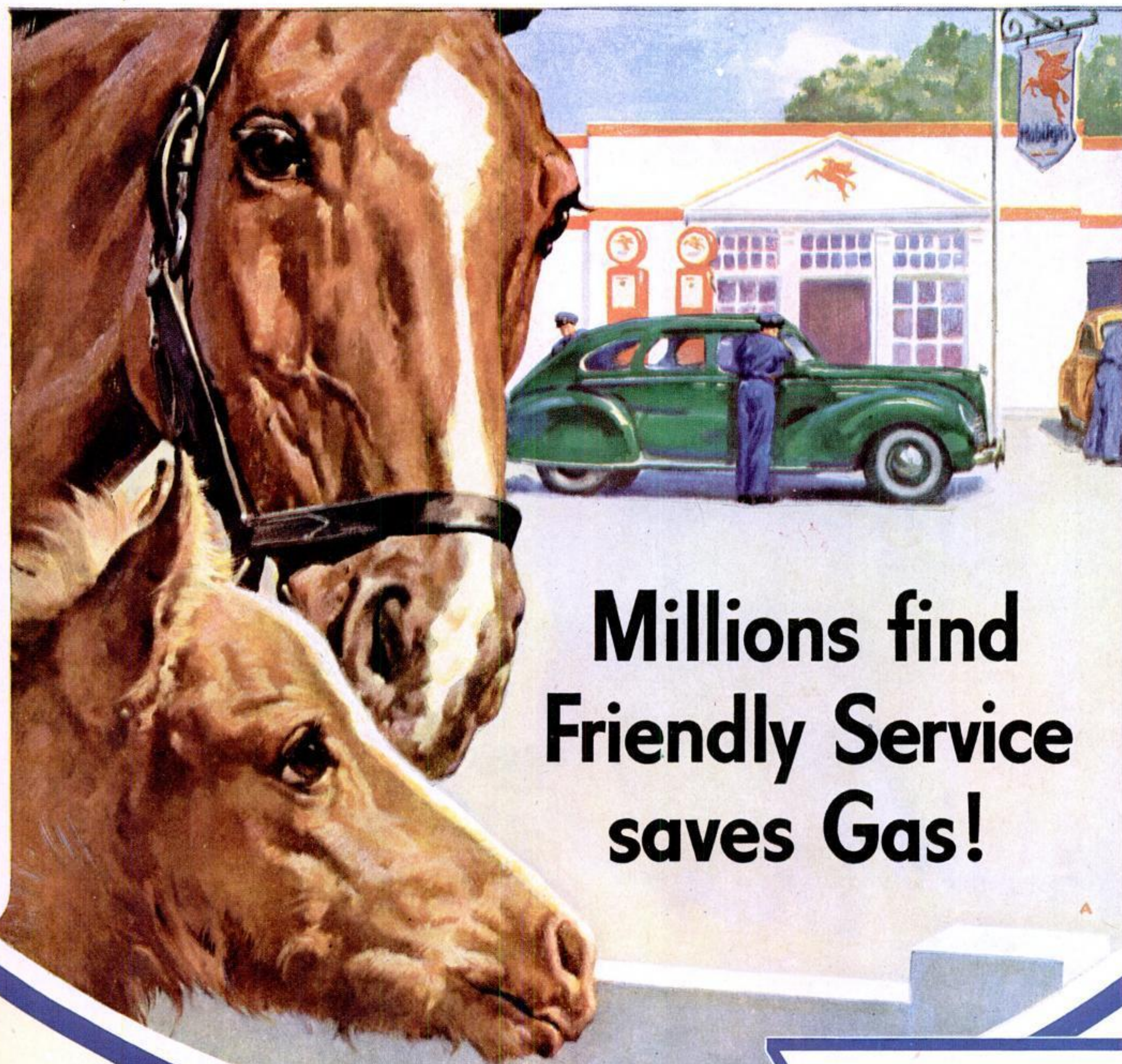
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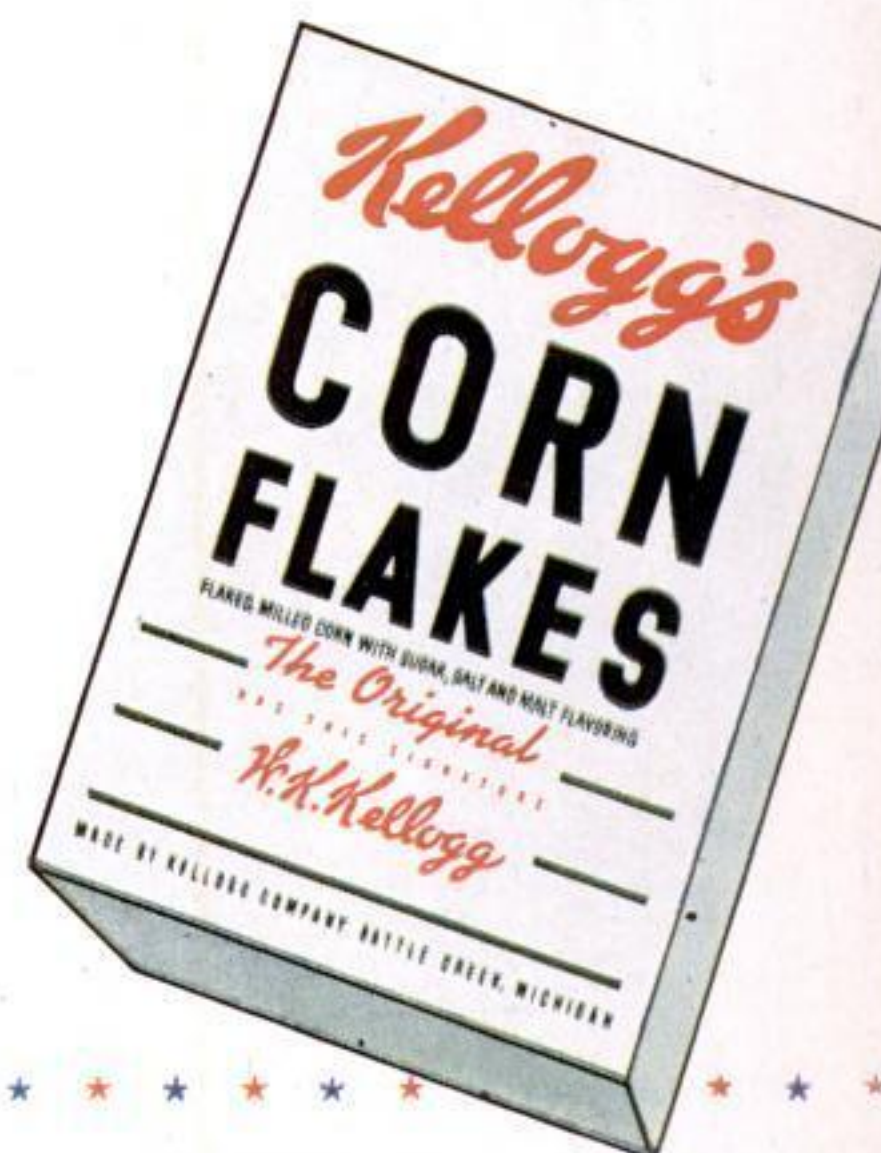
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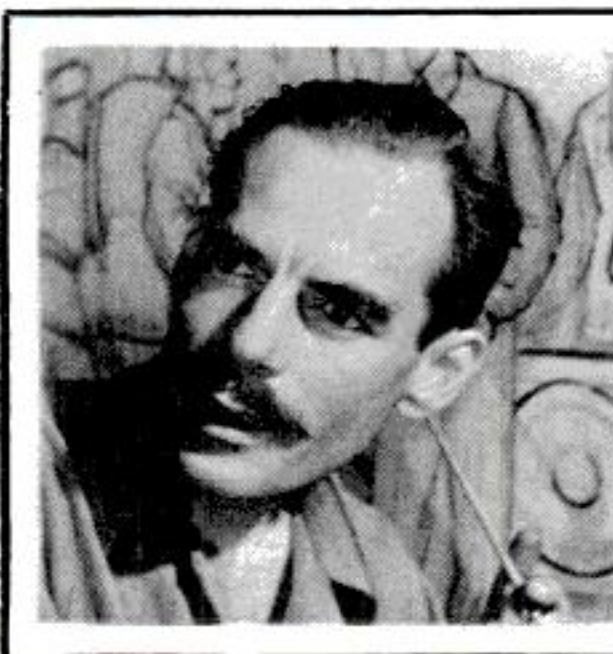
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LIFE'S PICTURES

Captain Barse Miller's first commissioned art assignment was done for LIFE in 1942 when he did a series of paintings showing how U. S. railroads carried war equipment across the country. The Army liked his pictures so much that they commissioned him to do similar work for them. The paintings shown on pages 73-74 were done last fall for the Army. Barse Miller lives in La Canada, Calif. and is one of California's most famous artists.

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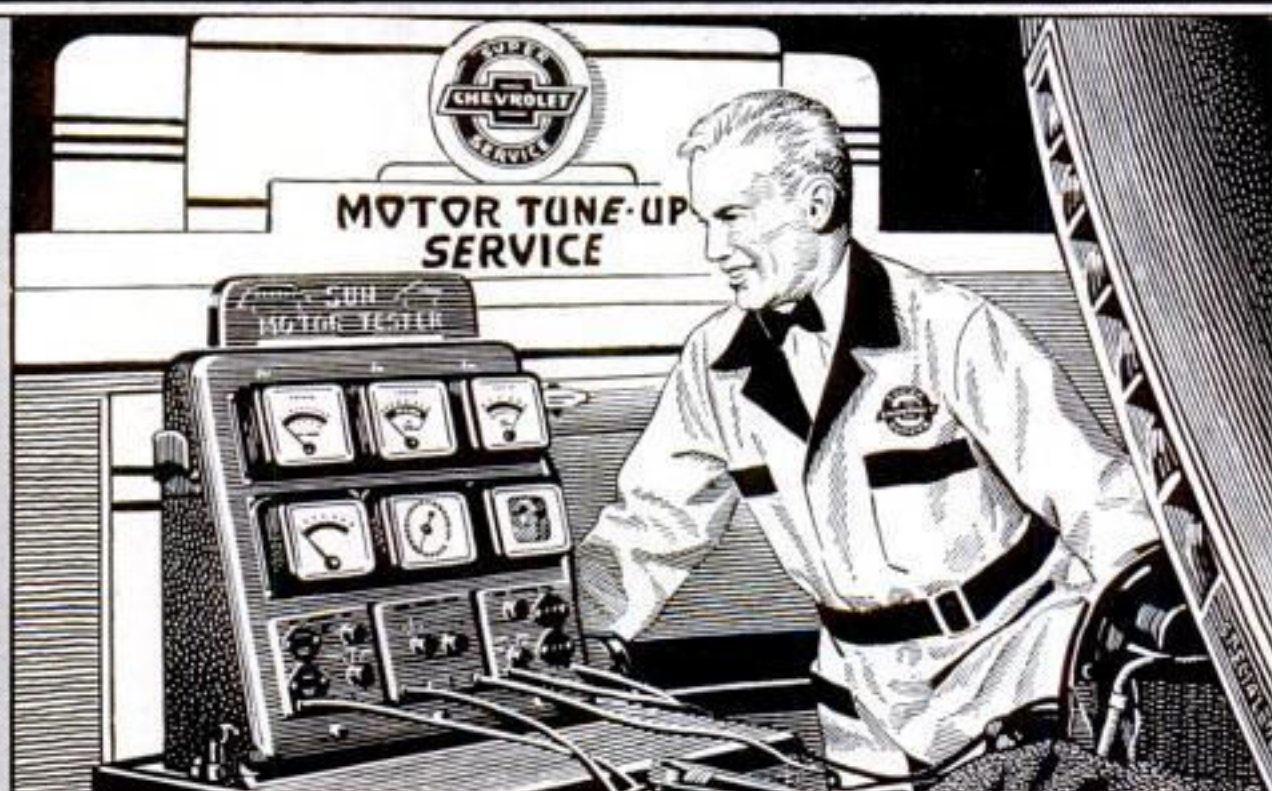
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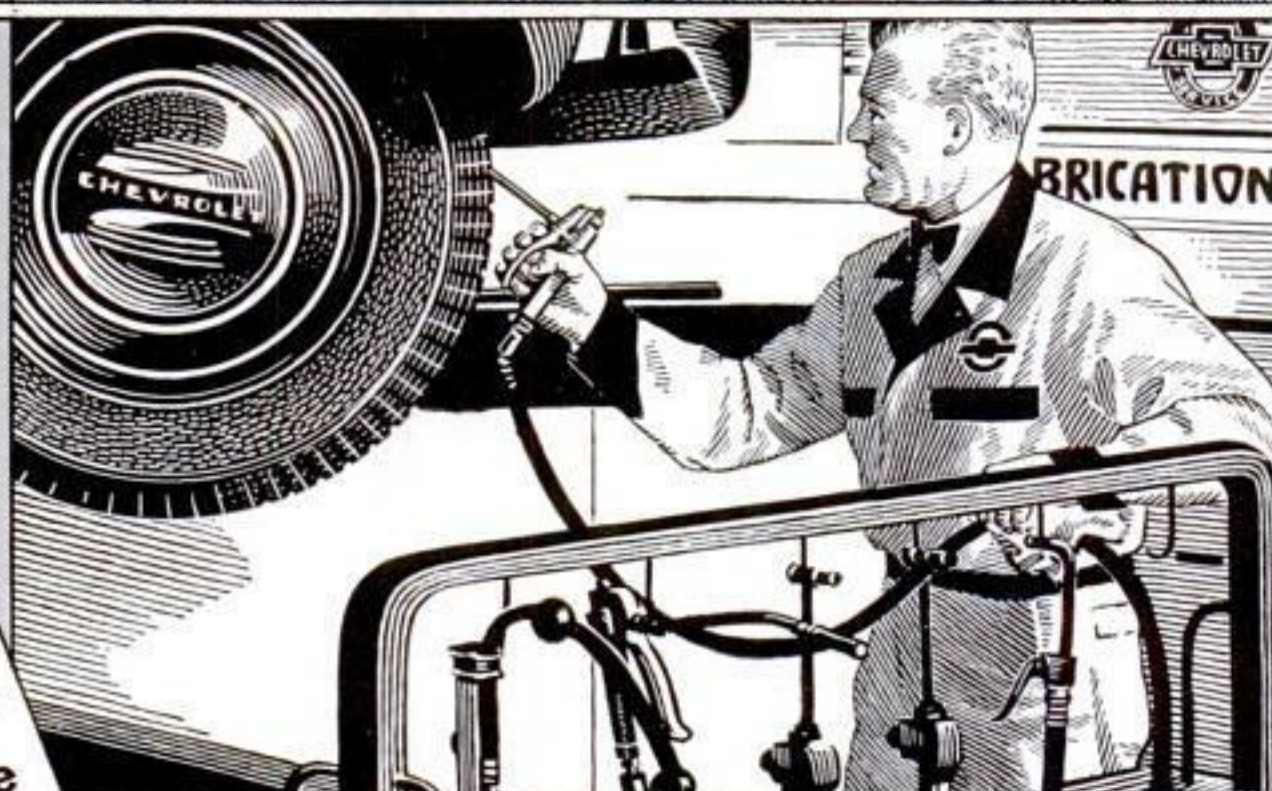
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ROOSEVELT'S HOME-FRONT TROUBLES

Franklin Roosevelt put aside his war maps last week and reluctantly returned his executive attention to the home front. That home front had slithered and skidded into serious trouble. Everything seemed to be going wrong at once and the sum total of these difficulties added up to a good-sized crisis.

And there was plenty of blame to spread around. Part of the fault was certainly the President's: no human being, even with a "deputy," could handle 80-odd departments, bureaus and agencies. Part of the fault belonged to his subordinates because they lacked the personal prestige or political magnetism to be anything more than pale moonlight reflections of their chief in the White House. Part of the fault

was with the Congress which was feeling its oats after the 1942 election. And a large slice of the American people were at fault because they seemed incapable or unwilling to buckle down to the sacrifices of a long tough war.

The President found the public was not mesmerized by good battlefield news. People were honestly concerned about food distribution, shortages, strikes, gasoline rationing, rising living costs—in short, the domestic economy as administered from Washington. Irritated by what he found, Mr. Roosevelt lashed out at his favorite whipping boy, the press.

The home-front crisis derived, in fact, from bad relations between the White House and the Capitol

—an old familiar condition which the President's Jimmy Byrnes was to fix up but hasn't. Using its power of the purse as its only handy weapon, Congress was gutting the President's pet agencies by the simple expedient of cutting off their appropriations or sharply reducing them. Some of this was of course political spite but more of it was a Congressional belief that the Administration was in a helpless tangle on the home front and that only by such radical surgery could its policies be straightened out and started over again.

A second front now seemed to be in order—a second home front, to clean up the extensive wreckage left by the rows and fracas depicted on the following pages in terms of President Roosevelt's subordinates.



WALLACE

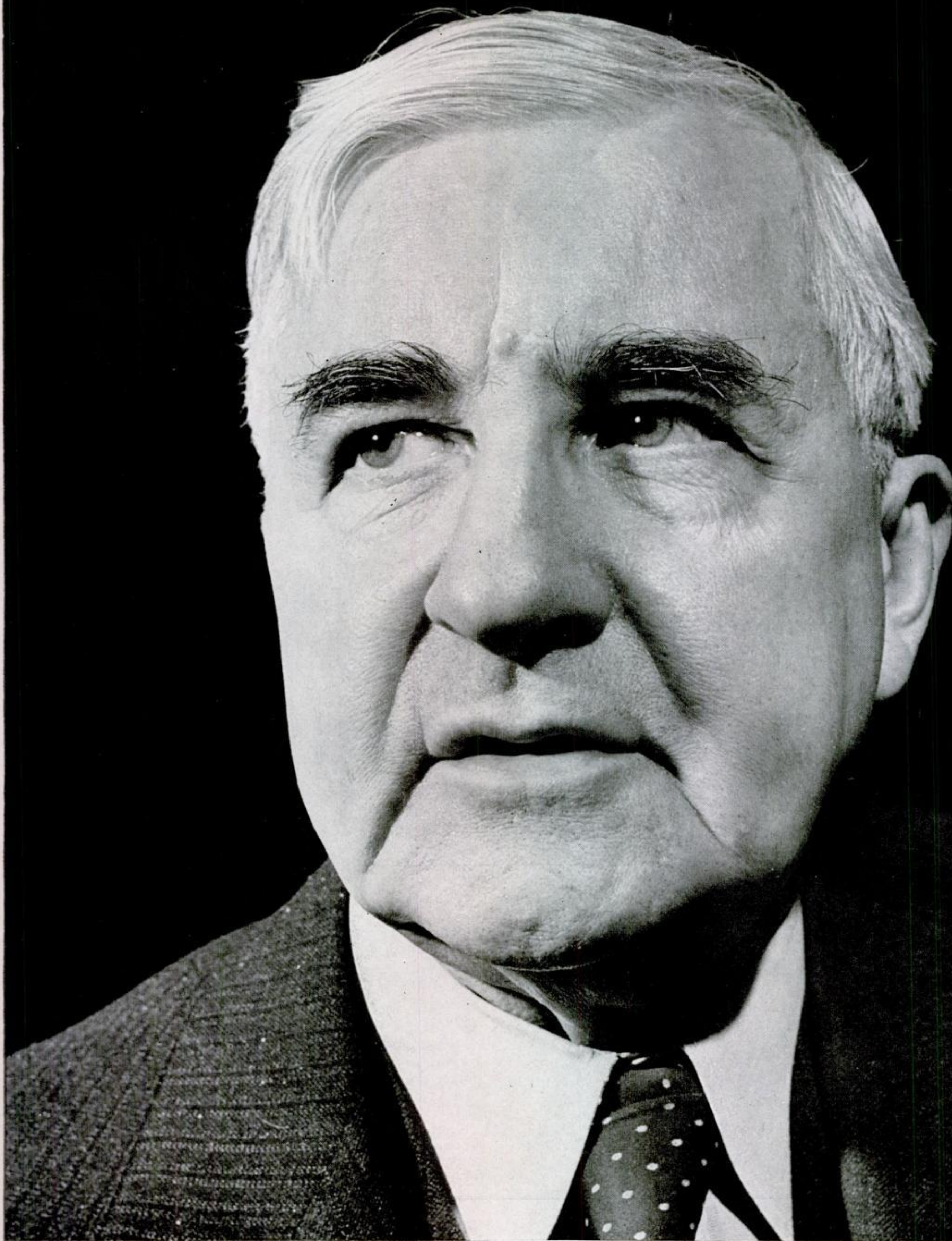
HE CHARGES THAT JESSE

JONES IMPEDES THE WAR

The cosmic Vice President of the United States stepped down from the clouds last week to launch a vitriolic attack, unique in American history, on a Cabinet officer. Appearing before the Senate Appropriations Committee in his role as head of the Board of Economic Warfare, Mr. Wallace departed from his usual mild manner to blast away at Jesse H. Jones, Secretary of Commerce and Federal Loan Administrator. In a prepared statement, cleared neither by the OWI nor the White House, Mr. Wallace accused Jones of "obstructionist tactics," "hamstringing bureaucracy" and "harmful misrepresentations." Mr. Wallace's testimony was made in an effort to persuade Congress that BEW should be permitted to pay out money di-

rectly for its purchase of imported strategic materials instead of having to wait for Mr. Jones, as head of Reconstruction Finance Corporation, to sign the checks. According to the Vice President, Mr. Jones's RFC "failed dismally, so far as the import field was concerned, to build the Government stock piles."

The next day, when the Washington weather and Mr. Wallace had both cooled off, the Vice President explained that he had not meant to reflect on Mr. Jones's patriotism or personal motives. But even this partial return to good manners failed to stop the whirring in the ears of the press and public which were shocked that its boomerang-throwing Vice President had been reduced to slinging epithets like any cloakroom politician.

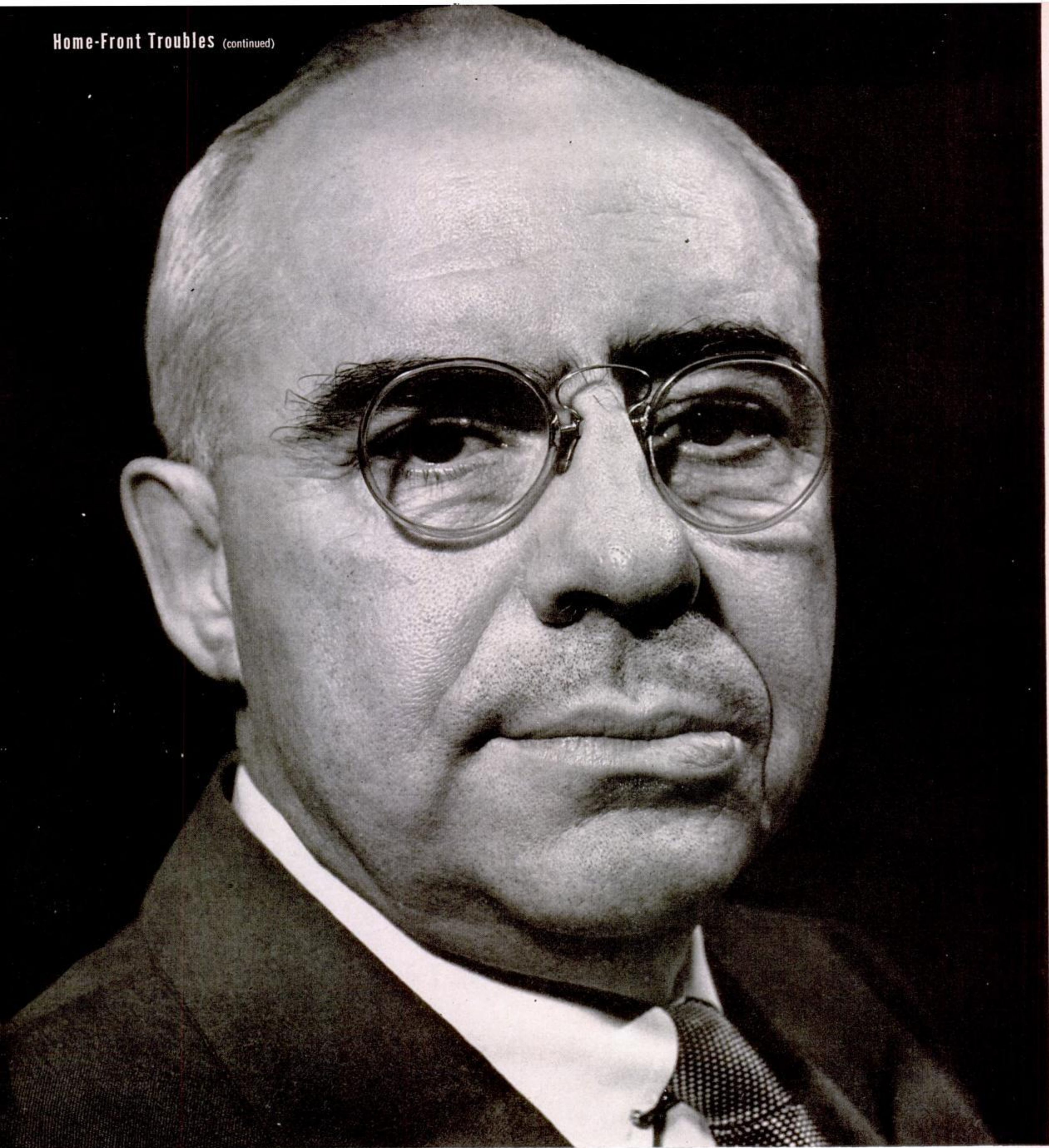


JONES

HE CHARGES WALLACE WITH
"MALICE & MISSTATEMENT"

Secretary of Commerce Jesse Jones has been connected with the RFC since it was first set up under the Hoover Administration in 1932. In 1933, after Roosevelt was inaugurated, Jones succeeded Charles G. Dawes as chairman of the organization and has remained in that position ever since. In eleven years of New Deal changes the RFC has kept going, loaning and spending \$11,500,000,000. In the spring of 1942 serious criticism of Jones's administration began when the Truman Committee lambasted him for the rubber shortage. The *Washington Post* continued assailing Mr. Jones on this score until the hefty, white-haired banker from Texas, angrily grabbed Publisher Eugene Meyer by the lapels, shook him up, knocked off his pince-nez.

Replying to the statements which Mr. Wallace made before the Senate Appropriations Committee, Jones said they were "filled with malice and misstatements." He claimed that not more than 10% of RFC's purchases and commitments for strategic and critical materials were initiated by BEW and that "there has been no serious delay by us of any vital program." Brought face to face with the Vice President for a kiss-and-make-up meeting in James Byrnes's office the day after this exchange of verbal abuse, Jones refused to be conciliated. He wanted a complete Congressional investigation of Wallace's "dastardly charge" despite the fact that BEW's purchases of critical materials are supposed to be very dark military secrets.



DAVIS

**HE QUILTS AS FOOD BOSS
IN FIGHT ON SUBSIDIES**

On March 25, 1943, there was hope in Washington. The President had begun weeding out the tangled food mess by appointing as Food Administrator Chester C. Davis, an agricultural expert widely respected for his work as head of the AAA (1933-36). Given a hard row to hoe, Davis pitched in willingly, expecting the President to help him out with adequate tools. Last week Davis threw up the job for two big reasons: he had never received necessary over-all authority on broad food policies, and he did not believe that the President's plan for subsidies would be "effective in controlling inflation unless they are accompanied here, as they are in England, by current tax and savings programs that drain off excess buying pow-

er, and by tight control and management of the food supply."

After ignoring Davis' first request to leave, the President finally accepted his resignation. He wrote Davis accusing him, in effect, of advocating higher prices, told him that "effective teamwork is absolutely necessary." He immediately appointed as Davis' successor Marvin Jones, chairman of the recent United Nations Food Conference. Quickly Jones was given authority which Davis had not received: membership on both the War Production Board and the Office of War Mobilization. At week's end, after both houses of Congress squashed the Administration's subsidy plan for a roll-back of food prices, the President vetoed the bill and the House sustained his veto.



DAVIS

HE MAY QUIT AS CHIEF OF
OWI DUE TO CUT IN FUNDS

A little over a year ago Elmer Davis was welcomed to Washington as Director of Office of War Information, and the President expected him to straighten the crossed wires of Government publicity services. Soon Davis was smarting under rude shocks from other directions. Congress attacked certain OWI publications as pro-Administration. In a careless moment the President almost wiped out OWI's overseas division under Robert Sherwood by giving William Donovan's Office of Strategic Services authority over foreign propaganda. When Davis succeeded in reversing this line, a short circuit crackled in Gardner Cowles's domestic division. Fifteen writers resigned, protesting OWI's trend toward "slick salesmanship." Davis de-

nied this, but a month later Cowles left the organization. Then Davis quarreled with William Jeffers over rubber facts. Last month his swipe at press coverage in Washington stirred up recriminations in Congress. A few days later the House killed funds for OWI's domestic division with Representative Joe Starnes ranting that America needed no Joseph Goebbels. Davis replied that Dr. Goebbels didn't have to go to the Reichstag for his appropriation, threatened to resign if the domestic bureau was dropped. Last week a House-Senate conference restored some domestic funds, but twelve regional branches of the OWI began to close. At week's end Director Davis was studying his shrunken budget, undecided whether or not he could continue.



BYRNES

HE HAS FAILED TO KEEP
THE HOME FRONT RUNNING

Engrossed in matters of grand strategy on land, sea and air, Franklin Roosevelt ordained James F. Byrnes a "deputy President" by creating for him the post of Director of the Office of War Mobilization. In this critical period he entrusted to this South Carolina politician the care of the home front. Byrnes was expected to bring about closer cooperation between the myriad war agencies and Congress, to arbitrate quickly, quietly and effectively between warring Government czars.

If Byrnes had been a man of the stature of his unofficial adviser, Bernard Baruch, he might have kept the home front from cracking up. Lacking such attributes or a strong popular nationwide support, Byrnes had little more authority than

another White House secretary. Among his many chores was trying to improve relations between White House and Congress. The legislative record of the past fortnight gives him a low batting average. Congress overrode the President's veto of the antistrike bill so fast that Byrnes had no chance to exert pressure. When he whipped out every cloakroom trick of a politician to line up votes for the food subsidy program, he failed. Last week when he stepped in as peacemaker in the Wallace-Jones feud, he failed. At week's end it was clear that the crisis on the home front demanded more than the finagling of an ersatz chief executive. It demanded a reorganization of war administration with authority and responsibility clearly delegated.



BROWN

**HIS OPA HAS NOT STOPPED
RISE OF COST OF LIVING**

The man who must hold his finger in the dike of steadily rising living costs is a former Michigan New Deal Senator, chunky Prentiss M. Brown. Successor to Leon Henderson's hot seat in the unpopular Office of Price Administration, Brown has had to fight Congress on the Administration's anti-inflation program ever since he took office. Last spring when he announced plans for a roll-back in prices he also met sharp opposition from Food Administrator Chester Davis and powerful farm-lobby groups. This program was ardently championed by organized labor which has been demanding that Roosevelt keep his "hold the line against inflation" pledge—or else.

On June 18, the Administration's "Black Friday," the House

of Representatives cut OPA's request for funds by 20%, and saddled the appropriations with restrictive amendments. Last week harassed Prentiss Brown bluntly told Senate leaders that final acceptance of these prohibitions on OPA would "destroy price control." He took exception to the ban on grade labeling, to the rider requiring price officials to have had previous business experience in each commodity in which they worked. He also insisted that the budget cut would make it impossible properly to police rationing and price regulations.

In addition to Congress, baffled Administrator Brown had to cope with the shattering fact that food prices were up 17% over May 1942, up 46% over January 1941—and still rising.

U. S. HEADACHE

NOTHING SHORT OF RADICAL REORGANIZATION OF THE WAR ADMINISTRATION CAN CURE IT

Adolf Hitler's new strategy is to fight a defensive war, for which he has many advantages. He can supply his vast armies with short interior lines. His enemies, on the other hand, have the longest supply lines in military history; and before they can even engage his troops they must establish themselves on beachheads—the costliest kind of military operation.

But in spite of his advantages Der Führer had a gloomy week. The Russian war machine was being strengthened with British and American arms. Airpower was making an industrial shambles of the Ruhr. Out of the bright blue Mediterranean sky torrents of bombs dropped on Mussolini's strongholds. Disquieting evidence of the growing power of the United Nations came from the faraway Pacific, where General MacArthur and Admiral Halsey launched an offensive against the rim of Fortress Japan. But worst of all for Der Führer was the apparent collapse of the Atlantic submarine campaign. As Prime Minister Churchill declared, the U-boats met with "total defeat" in May and June.

So, looking out over Fortress Europe last week, and casting up his chances, Der Führer could not have been very optimistic. Perhaps, indeed, he had only one strong hope—a hope that he had been nursing for years. This hope lay across the Atlantic. It walked on 130,000,000 pairs of legs and had its nerve center in a patch of land known as Washington, D. C. This one remaining long-term hope was that, somehow or other, the great American home front would collapse; that mismanagement, factionalism, hate and jealousy would reduce it to confusion, cripple its productive power and sap the energy and courage of its magnificent fighting forces.

The Big Wind

Americans deeply believe that this hope of Hitler's will prove vain. Yet it is quite true that last week the home front was rocked as if by earthquake and hurricane. The nation's economic structure shook beneath the desks of the war czars, and a big political wind swept through their offices, tossing papers and directives into the swirling air.

Most of the big wind came from Congress. It was a hot, stinging wind, generated by enormous forces temporarily out of control. The most boisterous force was agriculture, pressing for higher prices. Another was composed of thousands of small producers, who saw themselves faced with extinction by the Administration's subsidy program. Another was labor, pressing in the opposite direction for subsidies and lower prices. The Administration had weakened its position by permitting John L. Lewis to dictate terms to a nation at war. So when Mr. Roosevelt vetoed the ill-conceived Smith-Connally antistrike bill,

Democrats and Republicans alike rose up in fury to override him. Only after this humiliating wartime defeat did the Administration get its subsidies—and by a tenuous margin.

In the big wind the jerry-built war administration seemed to be falling apart. The Cabinet system, long cherished by the American people, had been almost undermined. Only the War and Navy Departments were playing effective roles. The State Department had been pushed and jostled by extraneous agencies like the Board of Economic Warfare and the Rockefeller Committee, and had besides lost the confidence of the public in endless pursuit of expediency. Secretary Ickes' efforts to play a constructive role had run into the cross fire of the War Labor Board. The Secretary of Commerce was under attack by the Vice President. In a great food crisis the Department of Agriculture was shorn of power. And in a great labor crisis the Department of Labor was a non-entity. Yet beyond and around the ruins of the Cabinet the confusion was even worse. More than 80 bureaus, agencies and departments were reporting directly to the President and/or the "deputy President"—czar piled upon czar, their lines of authority hopelessly tangled. Food Czar Chester Davis resigned. Price Czar Brown of the OPA had now lost the confidence of the entire nation. Information Czar Elmer Davis had threatened to quit. And Production Czar Nelson, long ago ticketed as a businessman of the second rank, had scuttled for the storm cellar.

The Glad Tidings

This storm in Washington had echoes and repercussions all over the earth. Goebbels and the Japs were quick to spread the glad tidings. Our fighting men, boiling mad, likened John L. Lewis to the enemy. As a result of three coal strikes, production of steel was down to 90% of capacity. Lieutenant General Somervell, brains of the Army's supply system, broke through the usual screen of censorship to report that production for the Army ground forces for May was almost 4% under April and 6% under schedule. All signs now point to a further slump in June, in which case the Army will be seriously behind its requirements in critical items. At the same time the purchase of war bonds fell in June to one-half of what it had been in May.

The most sickening manifestations on the home front, however, were the race riots. In these, Adolf Hitler would take a special interest, because for many years his agents had been busy building up American fascist groups to encourage racial hate. The two biggest riots have been the Los Angeles zoot-suit war, involving Mexicans, and the dreadful Detroit riot illustrated in LIFE, July 5. Elsewhere, however, there has been racial or

religious tension. In Boston there have been incidents between Catholics and Jews, and Chicago is a nest of small, undercover fascist groups, each nursing race hatred. The FBI has apparently done an excellent job in cleaning up alien fascists, but how to prevent American fascists from exuding their poison is another problem.

The Consent of the Governed

All this was enough to drive patriots to despair. Yet despair can cure nothing—nor can anger. Only those who deeply understand the American people can extricate them from the present crisis.

For instance, it is well to remember that Americans have always been difficult to lead in war. George Washington never had the Continental Congress solidly behind him. Abraham Lincoln's war administration was almost torn to shreds, and Woodrow Wilson got an opposition Congress in 1918 when he pleaded for support. This American characteristic is not simple perversity. It arises from passionate devotion to a single principle—government by consent of the governed. To say that this principle must be laid aside in wartime is sheer political poppycock. From the American point of view, to lay it aside is to lose the war. Every patriot wants the Commander in Chief to have tremendous power, but he wants to stamp that power with his own sovereign approval. The tragedy of the present Administration is that it has flagrantly disregarded this truth. Not only has it kept the Congress on the outside of the war, but it has set up dozens of baffling new agencies, which, while technically legitimate, exist in actuality beyond the people's consent. Having neither prestige nor acceptance, such agencies cannot lead the people in war.

Moreover, right in the middle of the war, there has occurred an unprecedented debacle—the collapse of the political organization known as the New Deal. Let no one confuse this collapse with the collapse of America. America has not collapsed, and is not going to. Yet the collapse of the New Deal has left a political vacuum which must somehow be filled. In a parliamentary system such as that of Great Britain, the disintegration of a group that had governed the nation for a decade would involve the immediate formation of a new government. This we cannot do in 1943. Yet we must not kid ourselves that nothing needs to be done, because the need for government by a real consent of the governed is urgent, not to say desperate. Mr. Roosevelt and responsible leaders of both parties must at once set about building a new war administration. And this administration, however powerful, must command the political respect of people who are willing to die for liberty.

PICTURE OF THE WEEK

The picture shown on the opposite page will bring no comfort to meat-hungry U. S. consumers. The too-tranquil scene is a tragic by-product of Admin-

istration and Congressional disagreement over price policy. While the U. S. ranches are glutted with vast surpluses of beef cattle, Chicago's Union

Stockyards, the world's largest livestock market, last week had only a few steers for slaughter compared to thousands which usually mill in its pens.



Pens of world's largest stockyards in Chicago are empty as meat shortage becomes more acute



The Jap landing strip at Munda, across the bay from Rendova Island, looked like this several months ago to LIFE Photographer Frank Scherschel, when he rode in a Navy plane during a

bombing raid. Last week destroyers landed U.S. troops on Rendova Island from which U.S. guns raked Munda seven miles across bay, while land forces fought toward it from Viru Harbor.

ALLIED PACIFIC OFFENSIVE

Big Jap base at Rabaul appears to be ultimate goal

Last week, after long delay, the Allied offensive in the South Pacific was resumed. American forces captured Rendova Island in the central Solomons and Viru Harbor on nearby New Georgia. Other Allied troops occupied tiny Woodlark and Trobriand Islands in the Coral Sea and moved nearer Jap bases at Salamaua and Lae.

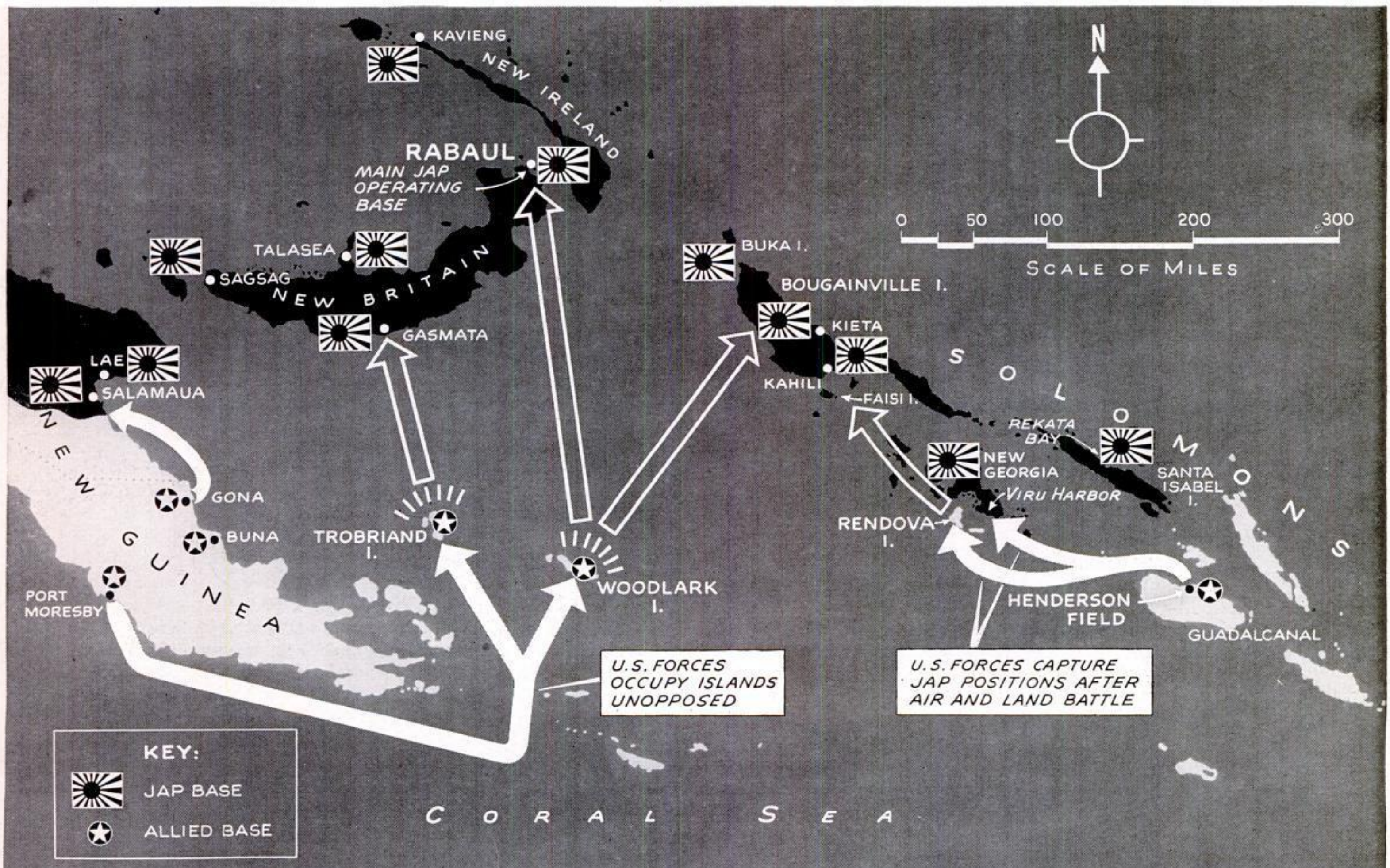
So far the offensive was extremely limited. The islands and harbors occupied in the first attacks were of minor strategic importance. Little opposition was encountered. The U. S. Navy apparently roamed the sea at will, bombarding Jap shore installations on Faisi, near Bougainville Island in the northern Solomons and Kolombangara, north of the Jap airfield at Munda. In the first two days of air fighting the Japs lost 123 planes, as compared to 25 planes lost by the Allies.

But more important objectives and tougher fighting lay ahead. Apparently the ultimate Allied goal was the big Jap air and naval base at Rabaul, called by most South Pacific observers the key to control of the whole area. It was going to be a hard nut to crack, and to crack it successfully the Allies had to secure air bases within easy fighter-plane range. Munda, Salamaua, Lae and especially the island of Bougainville, with its fine airports at Kieta and Kahili, if they could be taken from the Japs, would be of extreme importance. Throughout this area it was estimated the Japs had at least 100,000 troops, and they could be expected to throw vast numbers of planes and ships into the battle, bringing them, if necessary, down from their base at Truk, 725 miles north of Rabaul.

The Allied campaign in the South Pacific has been behind schedule. The Americans hoped to be in Rabaul by last Christmas, but the Guadalcanal campaign, conducted with too few men and two few planes, dragged on for six months. Lack of a unified command between Admiral Halsey and General MacArthur, as well as a lack of understanding by high Navy officers of proper use of airpower, undoubtedly contributed to the delay. But now the problems of a unified command may have been settled. All reports from the area last week spoke of MacArthur being in supreme command, with Halsey directing the forces operating near Munda. If true, General MacArthur, a recent convert to airpower, may be able to free naval aviators from supply and operational restrictions, enabling them to hit the Japs harder than ever before.

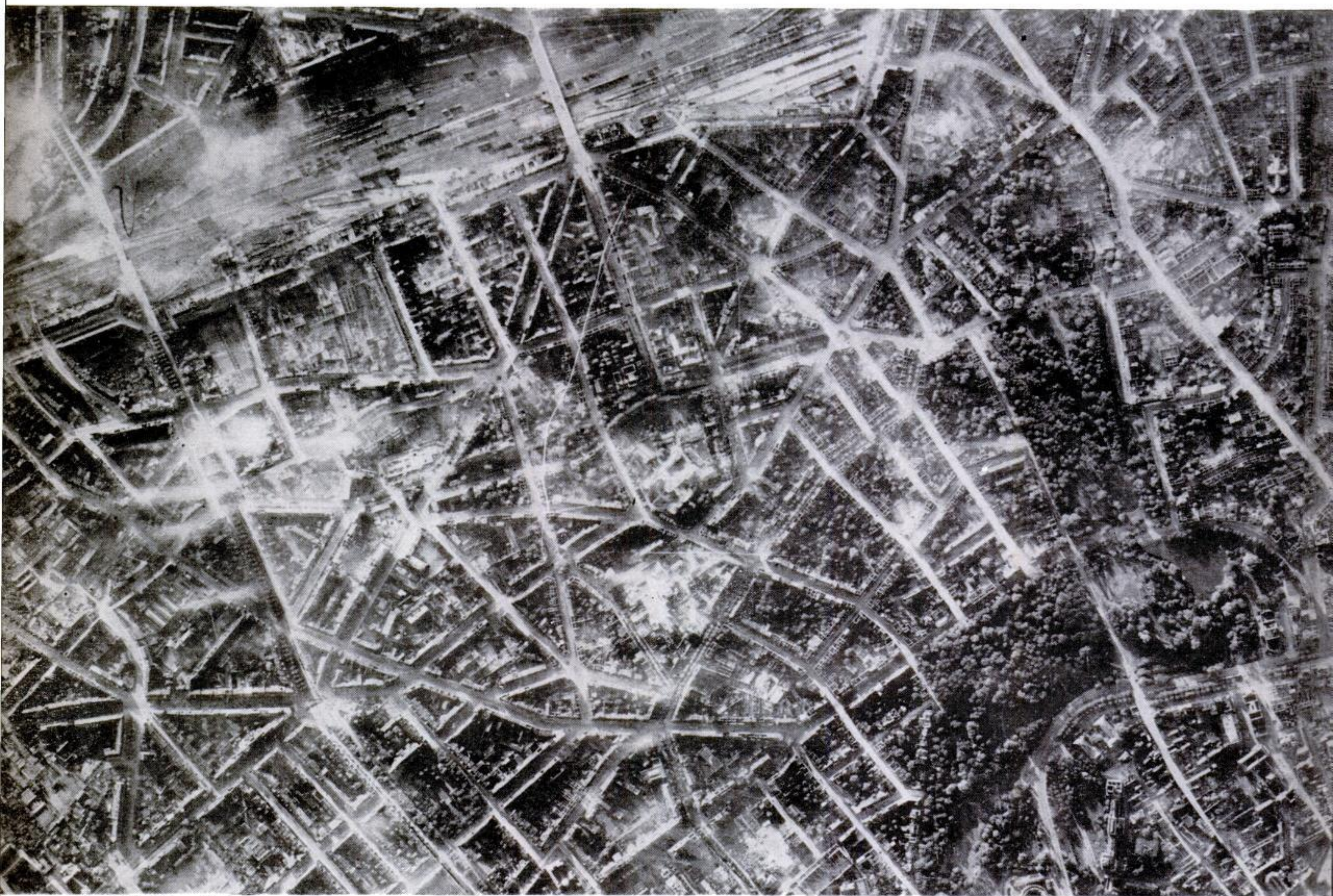


American troops landed at two places on June 30. Heavy air attacks preceded the landings. The main force entered Rendova Harbor without opposition. U. S. Marines took Viru Harbor.



Strategic map of the fighting area shows Japanese bases in relation to Allied bases. Japanese-controlled territory is here shown in black, Allied territory in white. Solid white arrows show

last week's Allied advances. At the end of last week Australian jungle fighters, lurking in the interior of New Guinea, broke through to the coast, joining the Americans south of Salamaua.



The shell of Düsseldorf, after last of 56 R. A. F. bombings the night of June 11, is shown here in a composite photo-

graph. Glare patches mark points where block-buster bombs flattened everything. Honeycombs are the roofless walls of

burned-out houses. About 80% of Düsseldorf appears to be destroyed. The picture shows the entire heart of Düsseldorf,

THE ALLIED WHIRLWIND SWEEPS THE RUHR

The climax had not come yet, but in April, May and June the British and Americans dropped an average of 13,000 tons of bombs a month on Germany, mostly on the Ruhr cities of heavy industry. Düsseldorf, Bochum, Oberhausen, Krefeld, Mulheim, Huls, Wuppertal, Gelsenkirchen—so ran the roster of the demolished Ruhr cities from June 11 to 25. The awful mark of the June 11 raid on Düsseldorf by the R. A. F. is shown above. The neat and shattering U. S. A. F. raid June 22 on Huls is shown at right. Against Düsseldorf Britain dispatched the biggest force of heavy bombers ever to go out. It carried more than 2,000 tons in bombs, lost 43 big bombers. After the attack Düsseldorf, Germany's third biggest inland port, second biggest Ruhr producer and home of the Rheinmetall-Borsig munitions works, Schiess-Defries machine tools, Mannesmann steel tubes, Gebrueder Roechlin engineers, was no longer fit for use. Method of destruction was the standard British tactic of area bombing. Fire did more damage to Düsseldorf than any aimed bomb could have.

Huls was an ideal target for American daylight precision bombing. It is a small village hiding a new synthetic-rubber factory, on whose roofs trees had been planted for camouflage. Perhaps 200 Flying Fortresses rose at dawn June 22. Over the Dutch coast, they met some Focke-Wulf 190's and Me. 109's,

some painted sky blue, some silver, a few black night fighters. They passed the Germans' 1940 bombing triumph of Rotterdam, followed the Rhine. Young Lieut. Mike Arpaia of Buffalo reported:

"About 20 miles away I started watching the target get closer and closer. All of a sudden our ship gave a little bounce and the whole damn target was gone. The lead ships had dumped their bombs." (Actually they had neatly bombed just the southern half of the rubber factory, leaving the northern half staked out for Arpaia's wave).

Military authorities referred afterward to Huls in the past tense. In a few moments it had taken punishment almost equal to the worst day of the London blitz. One damaged Fortress skimmed home so low that its pilot saw a Dutchman drop his pipe from his mouth in fright. The pilot added, "When a couple of Spitfires wrapped themselves around me on the water leg of the trip back, I sat back and lit a cigaret. What a relief!" This was the first time the Eighth U. S. Air Force had penetrated the Ruhr, the "Happy Valley" hitherto the exclusive property of the R. A. F. night bombers. Twenty Fortresses were lost in the day's work. Total losses for June were 82 U. S. bombers on seven days: 269 R. A. F. planes, chiefly on nine big missions. The average tonnage dropped by the R. A. F. on each mission was 1,500 tons.

The objective of this combined aerial bombardment, which is still in a preliminary stage, is to knock out at least 30% of Nazi industry and keep it knocked out. A little over 5% has been destroyed so far, according to British estimates. Most of this is in the Ruhr, which has 54% of Axis Europe's coal, 37% of its pig iron, 34% of its steel ingots and castings. Its production is said to have been cut by a third, a million of its homes destroyed, 5,000,000 of its people made homeless.

Almost unnoticed in this appalling mass of strategic bombing is some direct attack bombing of airfields, railroads, bridges, that might be a preparation for invasion or might be an attempt to keep German war production and transportation so snarled up that the Wehrmacht could not stage another major offensive against Russia in the East. The Battle of the Ruhr is primarily one against the weapon power of Germany. "Our problem," the R. A. F. explains, "is not necessarily to demolish German industry, but to so diminish it that it cannot replace battle losses. We have long looked forward to the day when we would so stretch the enemy force as to be able to force our way through to the target in daylight without a disproportionate loss. When that happens, we are in the last stages of the war. That seems to be happening in Italy now, although not yet in Germany."



from the railway station at right to main line to Essen at upper left. The lake-studded park (*center*) is the Hofgar-

ten. The wide streets right of it lead to Adolf Hitler Platz and along them are the great offices of Rhineland heavy

industry, several unfortunately untouched. The Rhine is just below the picture. Fires still smolder at the upper left.



Rubber factory of Huls, Ruhr village five miles north of Krefeld producing one-fifth of Germany's synthetic rubber,

is precision-bombed by Flying Fortresses June 22, in first U. S. raid on Ruhr. White line of road crosses canal and



enters factory area (*left*). First wave has accurately bombed upper half of factory. Then second wave bombs lower half.



BODY ARMOR

8th Air Force wears suits of mail

One of the greatest hazards faced by the crews of our big bombers in the flak-filled skies over German targets has been the danger of flying metal within the planes. Jagged pieces of antiaircraft shrapnel and 20-mm. shells that explode in a deadly spray have killed or wounded many a man whose aircraft returned safely to its base. In addition to the slabs of armor built into American bombers, the Eighth Air Force has been experimenting with individual suits of mail, each weighing 16 lb., to give further protection to combat crews. The experiments have been so successful that now all heavy-bomber crews are to be equipped with them. Made of small squares of tough manganese steel sewn into heavy canvas, the suits—which come in varying types for pilots and gunners—give the men complete freedom of movement. Already they have saved many a flier's life.



Front trunk protection is provided by suit worn by Lieut. Cox, pilot of the Fortress "Oklahoma Okie." Pilots do not

wear back of vest because their seats are already armored. The string can be pulled to release suit in an emergency.

Gunners need all-round protection so wear complete vest with apron. Body armor was worn by some men in last war.



Tommy-gun slug penetrates canvas but is flattened by rows of plates. This test is more severe than what is normally expected of the suit in stopping spent flak and 20-mm. shell splinters.



Close-up of steel plates after test shows them undamaged. Suits are brain child of Colonel Malcolm Grow, U.S. A. A. F., are made by Wilkinson's Sword Co., famous old English firm.

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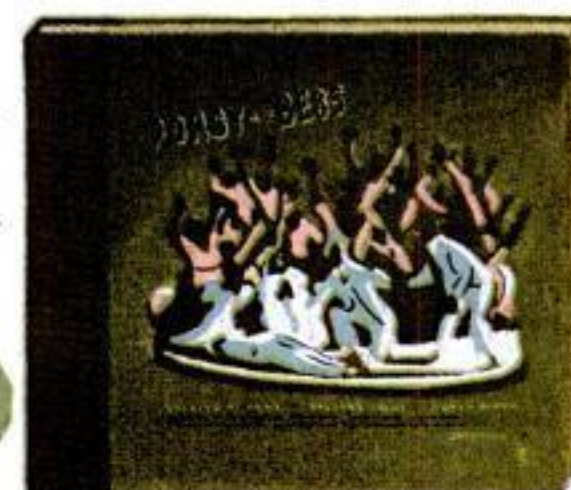
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E IL SOL DELL' ANIMA (Love is the Sun) (from Rigoletto, Act I)—Verdi. JUSSI BJOERLING, Tenor and HJOERDIS SCHYMBERG, Soprano with Orchestra, NILS GREVILLIUS, Conductor. Victor Musical Masterpiece Record 11-8440 \$1.00*

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CHINA FIGHTS ON

**Biggest Chinese victory in years
smashes Japanese spring offensive**

All last winter fighting China was generally described to the U. S. as a nation hanging on the ropes. Her spokesmen complained that she had been better off when she was fighting Japan alone than now, with the U. S. and Britain her allies. Madame Chiang Kai-shek, visiting the U. S., electrified Congress with her poignant appeal for military aid. All the news from China seemed bad.

There was thus no warning when this spring the Chinese armies turned in their greatest victories in five years. The Japanese launched a sharp offensive at the bend of the Yangtze and were cut to pieces with casualties given at 55,000. Meanwhile in the southwest, along the Salween River, where the pictures on these pages were taken, the Chinese threw back the Japs at Mamienkwan (Horse-Face) Pass. The pictures show the crack Chinese troops who for a year have held shut the "Back Door" of China into Yunnan Province, where the Burma Road crosses the Salween. Some fight as guerrillas behind the Jap lines, beheading sentries, ambushing patrols, blowing up barracks. But this is an army of well-trained regular troops, highly skilled in mountain warfare. On the Jap side of the river it is Jap policy to burn down all the villages and strip the countryside of everything, but they cannot get across the river.

The main spring fighting, however, ravaged the lake and river area that hangs from the deep bend of the Yangtze above Hunan Province, which feeds much of Central China with an annual surplus of 650,000 tons of rice. Here 90,000 Japs got across the rice fields and into the mountains before the Chinese armies closed in on all sides, spearheaded by the crack 18th Army. On May 31, just after the Japs announced that the Chinese armies had been destroyed, five Jap divisions were routed.

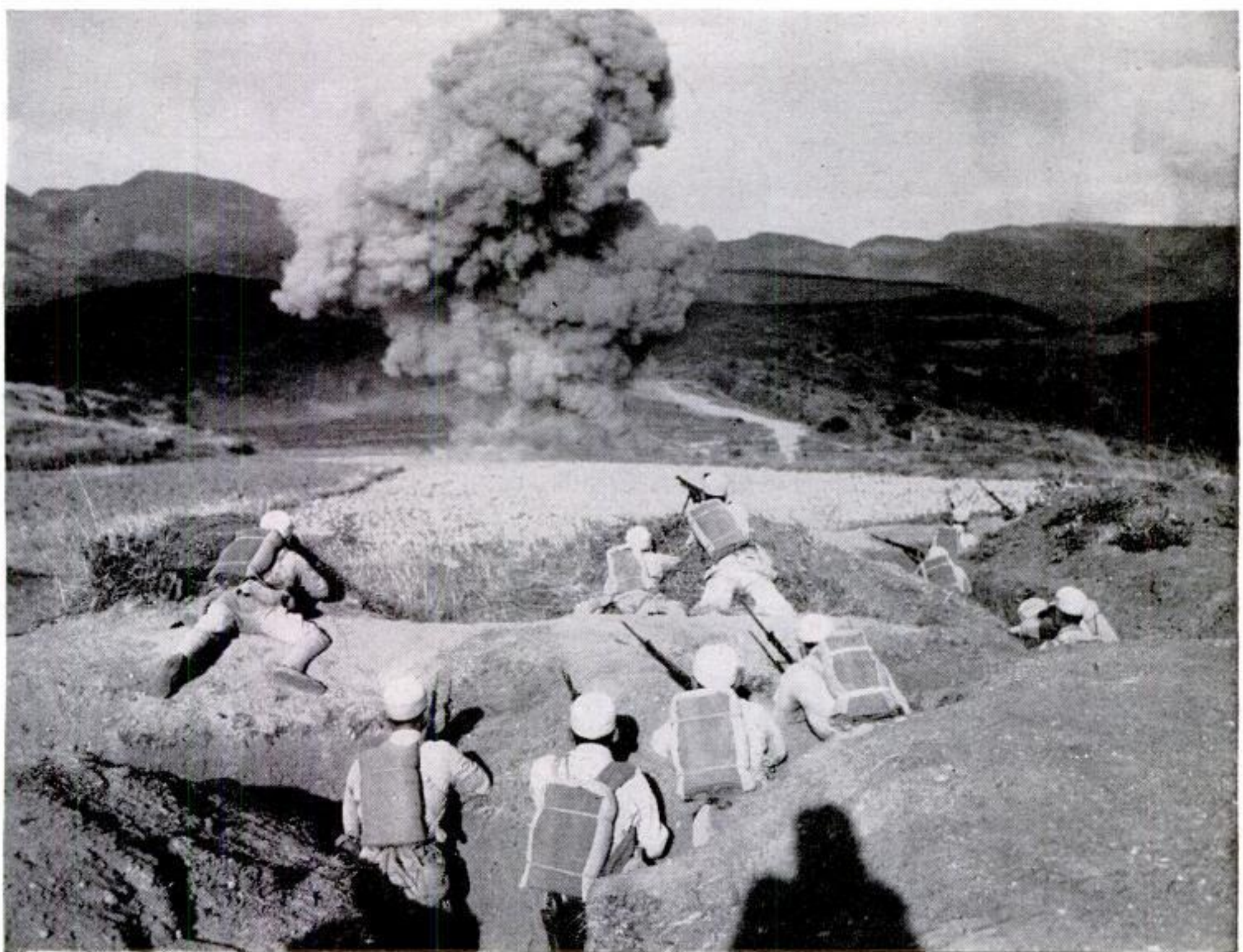
The biggest thing that had ever happened to the Chinese troops was the discovery, when planes came over, that they were Chinese and American, bombing and strafing the close-marching Jap columns. Faster than the Japs had advanced, they retreated, evacuating a long stretch of the Yangtze's south bank and giving China something to celebrate on the war's sixth anniversary, July 7.

A small part of this fine triumph was due to aid given by the U. S., chiefly in the air. Much more of it, however, was due only to China's eternal fighting spirit.



Chinese outpost commands a gorge of the Salween River, the Wu-ti Ho or Bottomless River. The Japanese hold the

opposite shore. Notice that these troops wear no helmets but have a good light machine gun, probably made in China.



Entrenchments in depth cover the Chinese positions, as engineers demolish a road in the background. These relative-

ly well-equipped troops are crack mountain fighters, thoroughly understand use of mountain mortars and grenades.

CHINESE WOUNDED AND SICK ARE HELPED TO THE REAR. THE SALWEEN RIVER COUNTRY IS A HOTBED OF MALARIA AND CHINESE TROOPS LACK ADEQUATE MEDICAL SUPPLIES





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Here in Hawaii, with the help of Island people, we are now harvesting and canning a great crop of Dole-grown Pineapples. About $\frac{1}{2}$ of our usual pack of pineapple and about $\frac{1}{5}$ of the juice will go to our Armed Forces.

HAWAIIAN PINEAPPLE PRODUCTS
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China Fights On (continued)



The Burma Road is blown up by Chinese engineers at the 709-kilometer mark, in case Japanese should cross the river. Chinese long ago destroyed Hui-tung Bridge across the Salween River and last February repulsed three Jap attempts to cross the river.



Dynamite holes are dug deeper by Chinese troops. Some will be used for tank traps, others for mines, and some as machine-gun nests covering the tank traps and mine-fields. Simple engineering of this kind is a specialty of hard-working Chinese Army.

CONTINUED ON PAGE 44



Here they are, James, Sr. and his six sons, Vincent, Frank, Lawrence, Joseph, Roger and James, Jr., having lunch outside the plant. Roger and James, Jr. are now in the Army. Joseph is in the Navy. They all look forward to the time when they can again spend their lunch hour together.



Family jam session. Frank, playing the kazoo, once appeared on Major Bowes' program. He didn't get the gong! Vincent and Frank are now getting together a minstrel show for the benefit of Army-Navy relief.

We're more of a Family than ever...

"My family knows they've got a lot at stake in this war, so we're all doing our best to throw a monkey wrench into Axis plans. It used to be that all six of my boys worked at Revere. Now three of them are in Service, two in the Army and one in the Navy. The other three are still here, same as I am, getting out the stuff the boys need at the front. Mrs. Sonsini has her hands full too, what with Red Cross work and entertainment committees. But our family is still the same happy group. As a matter of fact, our war jobs have drawn us closer together—we're more of a family than ever."

JAMES SONSINI



Jim is a finish polisher at Revere. Up until the war, he was a buffer on the famous copper-clad Revere Gift Ware. Now he works on shell-casings—with appropriate compliments to Hitler.



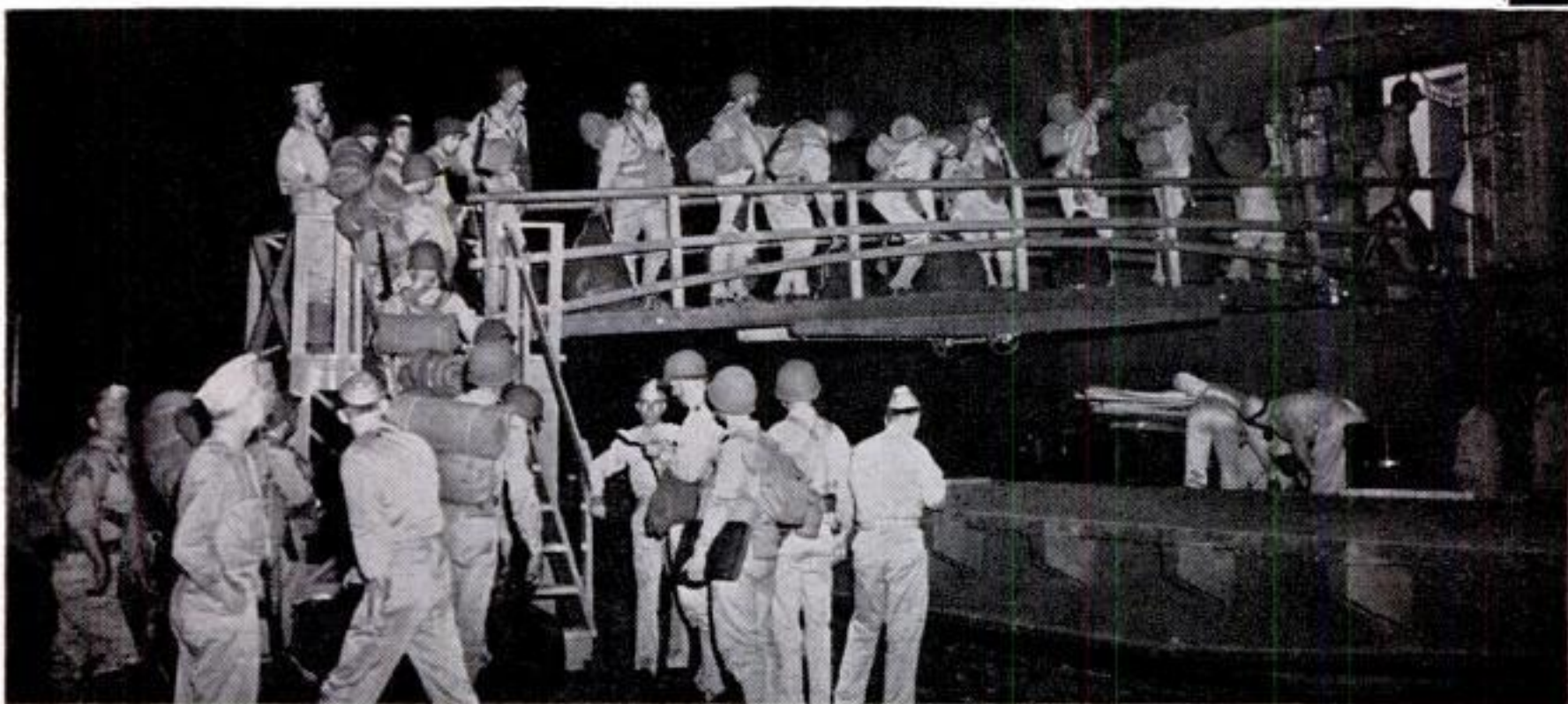
In 1904, James Sonsini came to this country from Italy. His entire working life has been spent at Revere's Rome Manufacturing Co. plant in Rome, N. Y. There he has been able to build for his family a life of dignity and security. When he says his family has a stake in this war, he means an actual, material stake—the preservation of liberties that enable them to live ample, happy lives. Today, Revere is concentrating all its energies on winning the war. After the war is won, Revere will again make fine copper products for the American people, and the Sonsini family, with thousands like them, will continue in their useful employment, contributing to a high standard of living for us all.

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Mr. & Mrs. Sonsini see many pictures like this, and of course their thoughts turn to their boys in Service. They take comfort in the knowledge that their sons know what they are fighting for.



Mrs. Sonsini is a leader in the Junior Girl Scouts of Rome, President of a Parent-Teacher's Assn., a member of the Church Auxiliary of the Red Cross.



Jim's hobby is cooking, and he's known as the best chef in Rome. He takes pride in his copper-clad stainless steel Revere Kitchen Ware.



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guards hands, even in hot, soapy water

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Trade-marked Product of Bristol-Myers

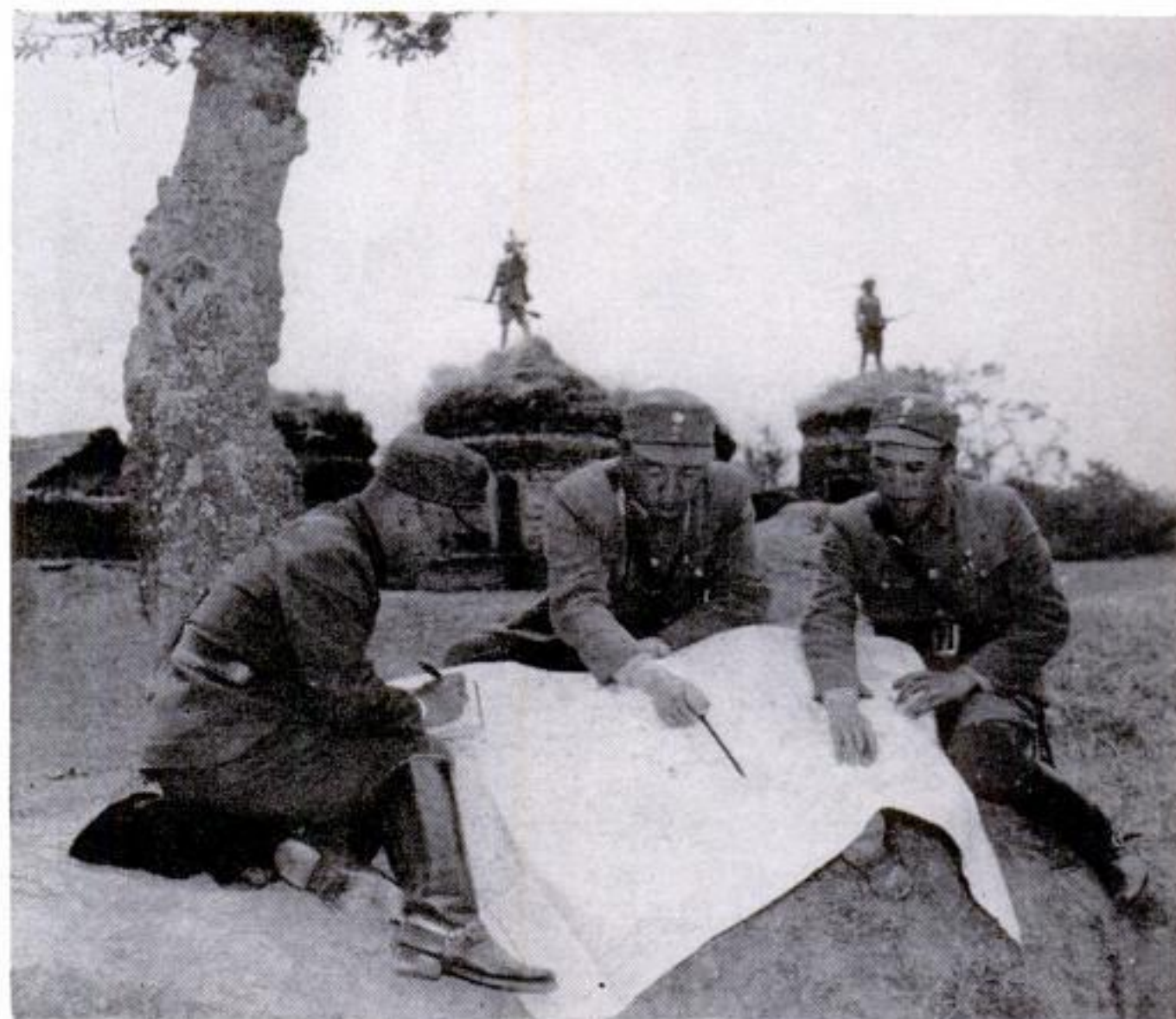
China Fights On (continued)



Chinese reserves, in sandals and shorts, short on equipment but long on marching, move up to Salween River front. This unit had fought in Shanghai, Hankow and Burma. In foreground is machine-gun squad, followed by prized ammunition mules.



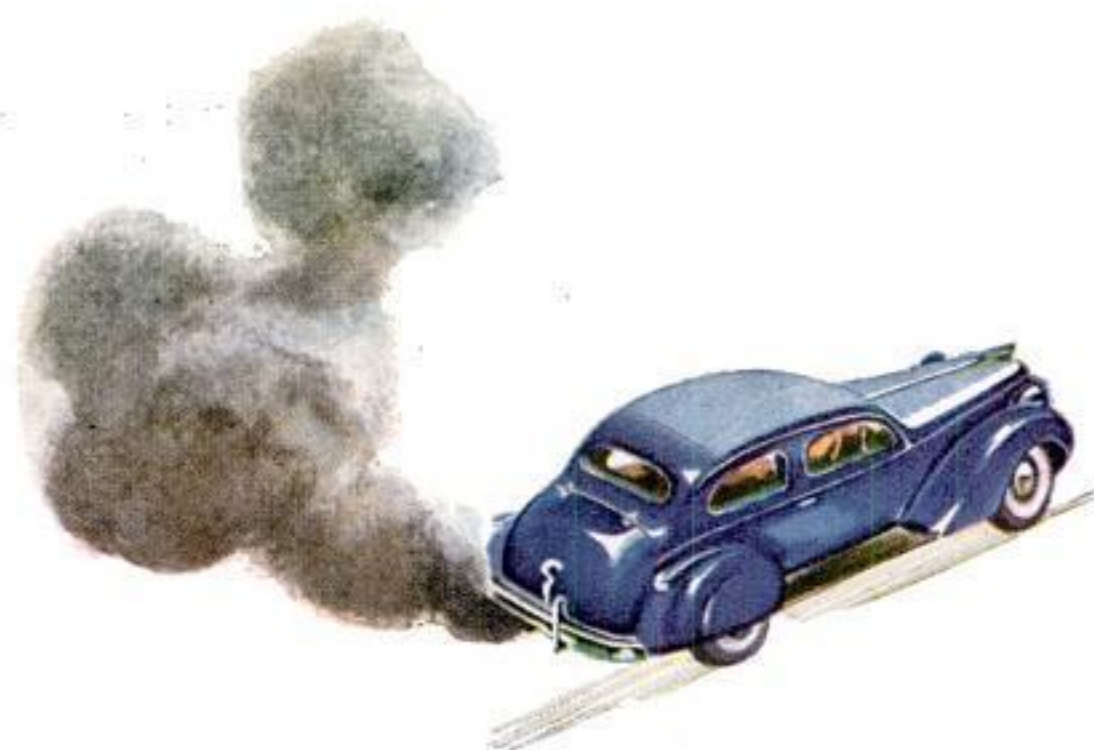
In maneuvers, Chinese troops crossing a small river display their unusual mastery of individual camouflage. Ropes have been slung across the ford to give the men a handhold, as this is one of the fast mountain streams of western Yunnan Province.



Commander of Salween River front is Chinese Lieut. General Soong Hsi-lien (*center*). Here, flanked by Brigadier Generals Li Hsueh-pin and Chang Shao-shuen, he studies map, while sentries keep watch on thatched roofs of village in background.



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better . . . helps it give more miles per coupon. Havoline is *distilled*, too . . . free from carbon-forming impurities that rob your car of pep and fuel.

Don't wait till *your* car becomes a gas-stealing "smoker." Change to Insulated Havoline Motor Oil today!

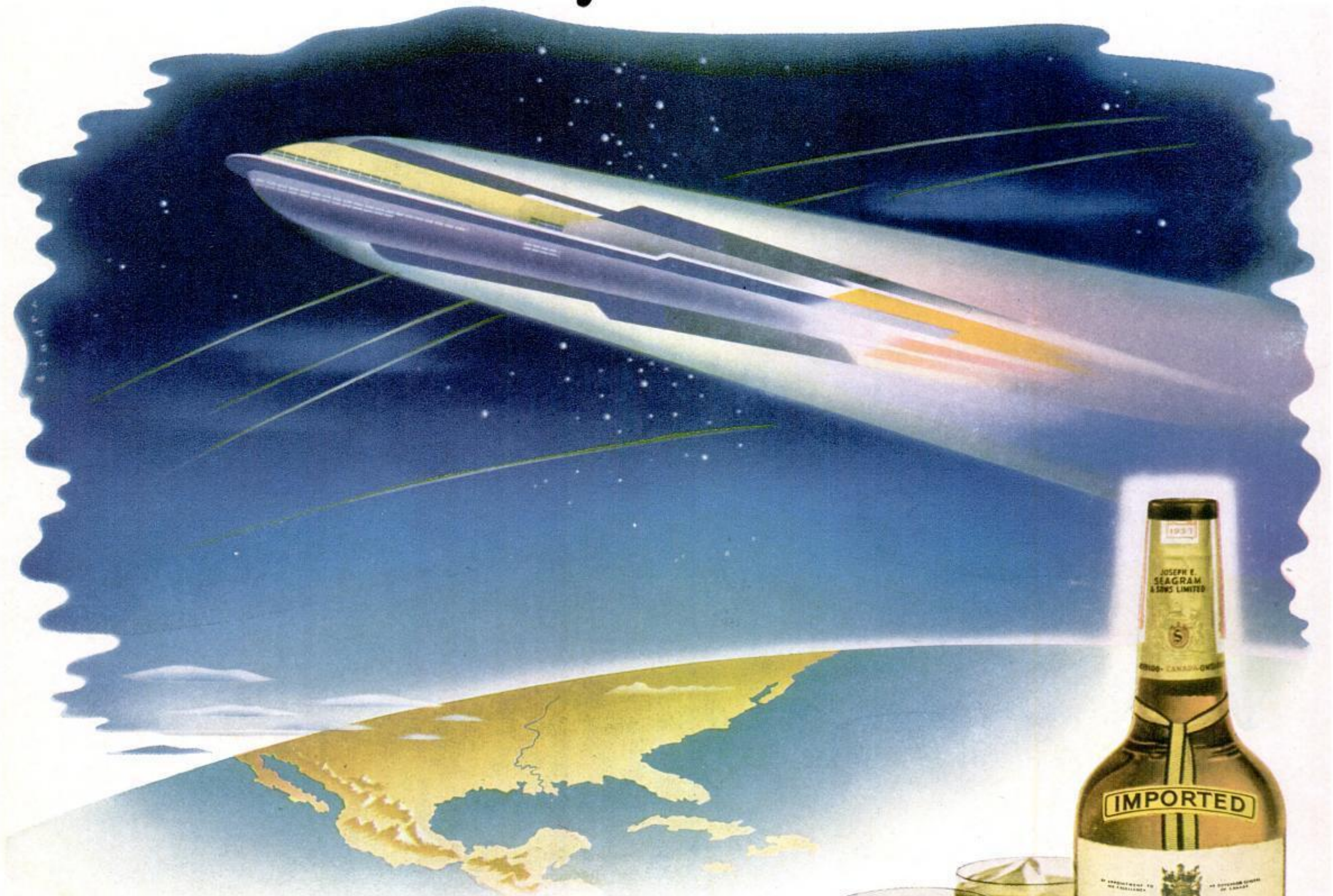
The Texas Company feels that one important part of its war job is to KEEP YOUR CAR ON THE JOB. You're welcome to drive in to any Texaco Dealer's for a check-up of tires, battery, chassis and motor lubrication system.



Tune in the TEXACO STAR THEATRE every Sunday night
See your local newspaper for time and station

You're Welcome at **TEXACO DEALERS**

Men Who Plan beyond Tomorrow Like CANADIAN Whisky at its Glorious Best!



The Rocket Ship of the future—shooting you from Minneapolis to Mandalay in less than half a day! Traveling above the stratosphere, propelled by gases roaring from its tail, this sealed, luxurious carrier will cover regular routes to all the world. It seems a dream today, but it's being talked of *now* by Men Who Plan Beyond Tomorrow!

★ ★ ★

THINK back six years ago to the time when "Emile Zola" came alive on every screen . . . when Egypt first became a member of the League of Nations. Do you realize that Seagram thought of Tomorrow even then? That was the year when the distinguished whiskies in Seagram's V.O. CANADIAN were blended for gracious flavor and laid away to mellow. Ever since then these rare whiskies have been treasured for *Tomorrow*...so the V.O. of today will always be preferred FOR THE WORLD'S LIGHTEST HIGHBALL.



Seagram's V.O. CANADIAN

CANADIAN WHISKY • A BLEND OF RARE SELECTED WHISKIES

Six Years Old — 86.8 Proof. Seagram-Distillers Corporation, New York

"KING OF THE COWBOYS"

Roy Rogers kisses the horse instead of the heroine

by H. ALLEN SMITH

The manufacture of personalities through a process known as The Old Build-up has long been one of Hollywood's most noted contributions to world civilization. No better example of the hand-tailored human exists today than Roy Rogers, who has been trumpeted into the splendid title "King of the Cowboys."

Rogers is a bashful and naive man in a community of rabid exhibitionists. He is not much given to introspection, yet sometimes the cackle of his chickens awakens him at dawn and he lies in bed and lets a small thought rattle around in his mind. He thinks: "It ain't me."

It ain't him. He is playing a part not only during the hours he spends before the camera. He is under compulsion to play it almost 24 hours a day. He has done a good job of it, for he reigns today as Hollywood's top cowboy star—a position which entitles him to something more than a footnote in the encyclopedia of American mythology.

A cowboy, it has been said, is nothing more than a field hand on a horse. Yet since the first blossoming of Buffalo Bill, the cowboy has been an authentic American hero. He has survived other wars and he'll survive this one. As pictured today on the screen, he is as far removed from truth as Broadway Rose is from Mrs. Cornelius Vanderbilt. He is the protagonist in the American morality play. He is purity rampant—never drinks, never smokes, never shoots pool, never spits, and the roughest oath at his command is "shucks!" He never needs a shave, and when it comes to fist-fighting he seldom takes on a single opponent; he beats their brains out in groups. He always wins the girl though he doesn't kiss her. He kisses his horse. His immense public would have him no other way.

An ordinary Hollywood actor might play the role of a kindly clergyman by day and in the evening get cockeyed and wallop his wife with an extremely rare Sèvres cider jug. Roy Rogers and other cowboy stars must comport themselves in private life with all the propriety attributed to Eagle Scouts. Roy actually doesn't smoke and he never takes a drink in public. On rare occasions, such as when he faces a frightening interview,



UNLIKE OLDTIME RIDERS OF THE CINEMATIC SAGE, ROGERS CROONS, PLAYS GUITAR

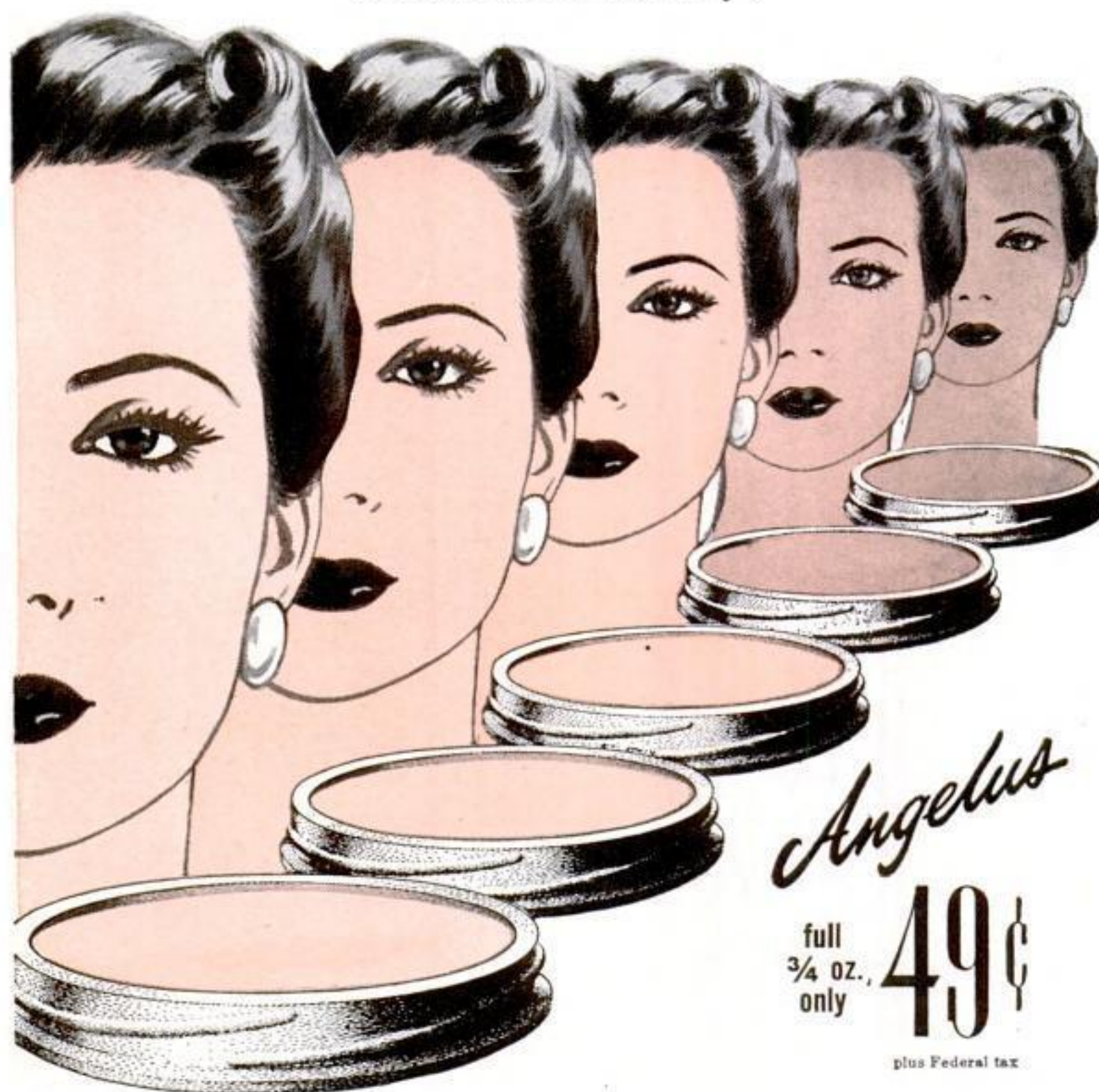


A typical Rogers outfit, shown above, costs more than \$700 and is trademark which identifies him on all occasions. He is partial to blue, which is the color of his motorcycle as well as of most of his clothes. Below: a few of his many changes of costume. Each shirt cost \$50.



Amazing beauty film hides FRECKLES, BLEMISHES, WRINKLES

**Gives You Almost Flawless Skin Beauty
Which Lasts All Day!**



full
3/4 oz.,
only **49¢**
plus Federal tax

**5 GLOWING SHADES
NEUTRAL, FLESH, TAN, BRONZE, SUN TAN**

No matter how dull, sallow and lifeless your skin may be—in just a *jiffy*—ANGELUS Make-Up can give you a glamorous new radiant complexion! ANGELUS sponges on evenly without streaking—it spreads a bewitchingly smooth glowing skin-tone over your face and throat, which lasts all day. And it doesn't dry the skin.

The special smooth texture and expert skin-tinting in ANGELUS should convince people this sparkling, colorful new skin beauty is actually your own. Notice, too, how expertly ANGELUS Make-Up hides tiny blemishes, wrinkles and freckles. It also furnishes an alluring covering for your legs—a "sheer stocking" effect you didn't dream possible.

In 5 exquisitely skin-tinted shades.

2 SENSATIONAL NEW BEAUTY CREMES



ANGELUS *All Purpose Cold Creme*: Immaculately cleanses, smooths, softens, helps nature refine pores and acts as a superb powder base—all in one simple application.

ANGELUS *Dry-Skin Creme* (for excessively dry skin with tendency to wrinkle): A special emollient—not heavy or greasy—which is unexcelled to lubricate dry skin and help improve the texture.

Louis Philippe

ANGELUS LIPSTICK—ROUGE—FACE POWDER—CREMES—MAKE-UP

"KING OF THE COWBOYS" (continued)

he'll take a Scotch and soda for the purpose of oiling his larynx.

Rogers landed in motion pictures because he could finger a guitar and sing cowboy songs that cowboys never sing. He has a dozen or more competitors in Hollywood but none of them can touch him in popularity. His closest rival appears to be William Boyd, a white-haired holdover from silent pictures who recently completed his 50th "Hopalong Cassidy" picture.

As top cowboy star Roy can look back on a long string of semi-eminent predecessors, for the history of western pictures is almost the history of the movies. The first of all movie stars was a former vaudeville actor named Max Aronson who changed his name to "Bronco Billy Anderson" and as writer, director, producer and performer turned out one horse opera a week for 376 consecutive weeks. It is worth noting that Mr. Aronson was afraid of horses and woefully inept when mounted on one.

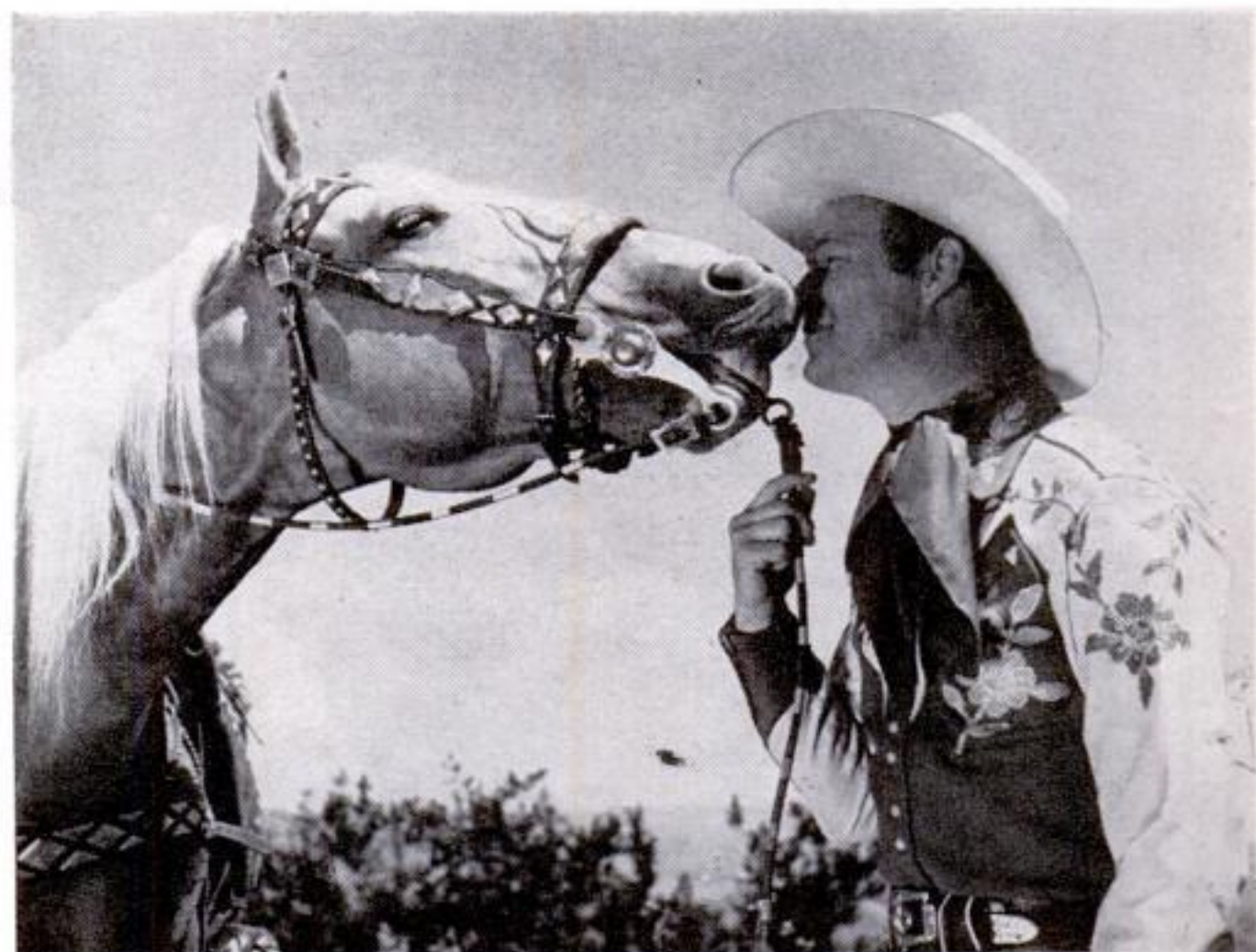
Between Bronco Billy and Roy Rogers a succession of cowboy stars ruled the celluloid range and became American idols. Many of them disliked horses and some were more than a little gun-shy. William S. Hart was a Broadway matinee idol who went West for a vacation and stayed to become mildly immortal. Tom Mix was close to being a real cowboy, having served as a U. S. deputy marshal in Oklahoma before Hollywood gave him a job worth, in the end, about \$8,000,000. He didn't even have to be taught how to shoot a pistol.

Crooners on horseback

When sound came to motion pictures the horse opera went into eclipse. Then, around 1934, Gene Autry, a former Oklahoma telegraph operator, came along as the first singing cowboy. Roy Rogers became No. 1 cowboy when Gene Autry went into the Army Air Forces. It's possible Republic will lose Rogers to the armed forces as they lost Autry. He is 3-A in the draft, the father of two children and, as in the case of almost every Hollywood star, the sole support of assorted relatives.

Considering his personal background, Roy has about as much right to play cowboy as has Louis B. Mayer. He grew up on an Ohio pig farm, nursing an ambition to become a dentist. When he was hired as a western performer he had to learn to ride a horse in hell-for-leather fashion, and he had to learn the high art of getting a gun out of a holster in a hurry.

His real name is Leonard Slye and when he first started in pictures he was called Dick Weston. (Leonard Slye sounds more like a true cowboy name than either Dick Weston or Roy Rogers. In 1941 the champion rodeo cowboy was named Homer Pettigrew.) The Slye farm was at Duck Run, twelve miles north of Portsmouth, Ohio. Leonard's father worked in a Portsmouth shoe factory and came home about once in two weeks. The boy and his mother and three sisters ran the farm. The future Roy Rogers had a thoroughly rural upbringing. Today he still speaks his native grass-roots language and it has never been necessary for directors to coach him in the lingo associated with movie cowboys. He was saying "git" before he learned the song about the "little dogies." And he was Leonard Slye for his first 25 years. Members of his family have difficulty re-



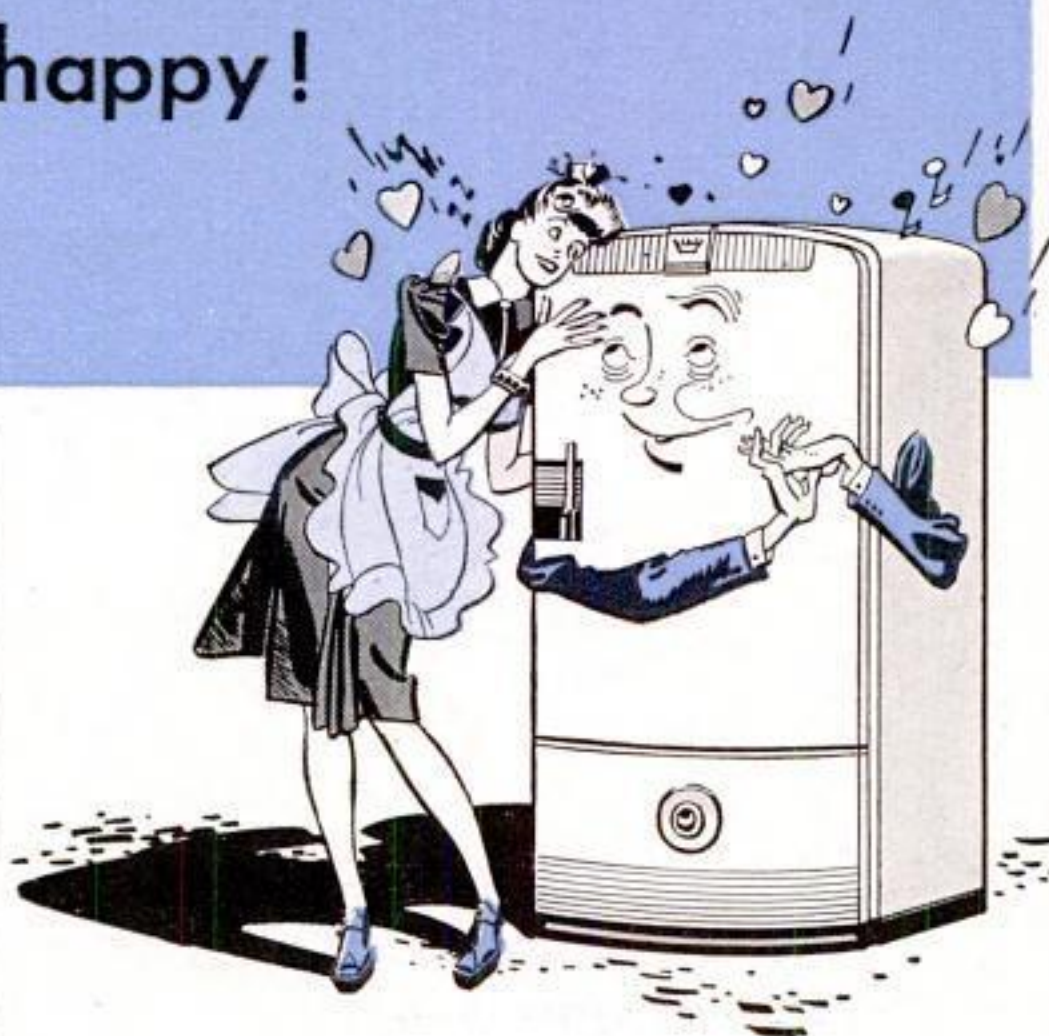
Trigger kisses Roy. The wonder horse's varied accomplishments include smiling, pulling Roy's gun from its holster, making an "X" with a pencil held between his teeth.

CONTINUED ON PAGE 50

Only 1 woman in 10 knows how!

FRIGIDAIRE

here tells you how to keep
your refrigerator happy!



If there ever was a time to give your refrigerator special care and attention it is now. Like an old friend, it cannot easily be replaced!

Care is especially important in summer. For when the thermometer soars your refrigerator works harder than ever.

No matter what make or model you have, there are many simple things you can do that will help keep your refrigerator cheerfully on the job. Here are a few pointers. There are many more in Wartime Suggestions, Frigidaire's new 36-page booklet that is yours for the asking from any Frigidaire dealer!



If it sulks

Won't run? Do this.—1. Be sure "on and off" switch (if any) is "ON," defroster switch is "OFF," and plug is in wall outlet. 2. If so, check outlet with a floor or table lamp to see if current is on here. 3. If not, check for blown fuse in distribution panel at meter. 4. If current is on at outlet, insert refrigerator plug again and try moving temperature control to the coldest position.

If nothing happens, call a service man.

Q. Why shouldn't hot dishes go in the refrigerator?

A. Let them cool first. Placing hot foods in your refrigerator may raise the temperature of the food compartment. Wastes current, too. Avoid lengthy and frequent door openings for the same reason. See page 25 of Wartime Suggestions.

Q. Does it matter how I open and close the door?

A. Yes. Always use the door handle or opener. Perspiration from your hands causes the rubber seal and cabinet finish, if non-porcelain, to deteriorate. Wash the seal frequently with mild soap and water or plain water. See pages 25 and 26 of Wartime Suggestions.

Q. Are little nicks and scratches harmful?

A. Better touch them up to avoid rust. Your refrigerator dealer can suggest the proper touch-up material, and how to use it. See page 27 of Wartime Suggestions.



If it misbehaves

Runs but won't refrigerate?—1. Remove plug from wall receptacle. 2. Defrost completely. 3. Start mechanism and check to see if freezer gets cold. 4. Repeat if necessary.

Runs too much?—1. Clean the condenser. 2. Are you cooling a big food load or too much warm food? Freezing a lot of ice cubes? 3. Temperature control may be set "too cold."

If trouble persists, call a service man.

Buy War Bonds for Victory

Q. How often should I defrost my refrigerator?

A. When freezer frost gets too thick it acts as an insulator, choking off refrigeration or causing the mechanism to run more frequently. It may also raise food compartment temperatures to the danger point. Always defrost before the frost builds up to 1/4" (about the thickness of a lead pencil). For an easy way to defrost your refrigerator in just 15 minutes, see page 28 of Wartime Suggestions.

Q. What is the door seal and what does it do?

A. The door seal is the rubber gasket on the inside of the door. When the door is closed it keeps heat out of the refrigerator. The seal should be tight at all times. Check it by closing the door on a narrow slip of writing paper. If you can slip the paper up and down with the door closed on it, the seal is imperfect. If the gasket is worn out, soft and sticky, have it replaced. Tightening the latch or reversing the hinges may also help. See pages 25 and 26 of Wartime Suggestions.



If it mopes

Ice freezing too slow?—1. The temperature control may be improperly set. 2. Ice trays may not be resting flat on freezer shelf. 3. Some trays freeze naturally faster than others. Metal trays, for example, freeze much faster than rubber. 4. Trays will freeze faster in some parts of the freezer than in others. In normal operation you can speed up freezing time by wetting bottoms of ice trays before putting them in freezer.

FREE! Get WARTIME SUGGESTIONS from your Frigidaire Dealer



This valuable 36-page booklet gives more complete information about refrigerator care than can be given here. Also answers many other questions, tells dozens of ways you can make your meal-planning job easier under wartime conditions. Get a free copy now from any Frigidaire dealer. Look for his Frigidaire store sign or find his name in your classified telephone book under heading shown below. Or write to Frigidaire Division, General Motors Corporation, 471 Taylor Street, Dayton, Ohio.

FRIGIDAIRE REFRIGERATORS

When you need refrigerator help, call an approved Frigidaire Service Dealer listed under this heading in your classified telephone directory.



PRODUCTS OF GENERAL MOTORS
"FOR SERVICE CALL"

Next Month: "Fight All Food Waste!"

FRIGIDAIRE Division of GENERAL MOTORS

Peacetime Builders of Home Appliances, Commercial Refrigeration, Air Conditioners

Here's the 'inside' on Dorsey... Blondell... Young

JIMMY'S BEEN CHEATED out of 30 birthdays! Born on Leap Year Day, he can celebrate only every four years. But he constantly celebrates the day he discovered Regents. "I like the extra value Regents offer," he says. "They're King Size... give you a smoke that's over 20% longer."



JOAN HAS A SECRET ambition—to drive a hook-and-ladder! She likes chop suey, sailing and the Regent crush-proof box. "It's so sensible," she observes, "doesn't crush the cigarettes, keeps 'em fresh and ready for smoking—just like a personal cigarette case!"



ROLAND'S YEN FOR collecting doesn't stop with walking sticks. The walls of his house are lined, from floor to ceiling, with photos of personal friends! When it comes to smoking, he recommends Regents for better taste. No wonder. Regent's choicer tobaccos are specially selected for finer flavor!



ALL THREE AGREE... that Regents are milder! And an exclusive Regent process is the reason why. It's called Multiple Blending, makes Regents ultra smooth, always so gentle to your throat. Next time, try Regents. They cost no more than other leading brands.



Quality tobaccos... Multiple Blended
make **REGENT**
*The milder, better tasting
cigarette!*

"KING OF THE COWBOYS" (continued)

member he is now Roy Rogers. Around his house when strangers are visiting they often refer to him as "Leonard I Mean Roy."

At 12 he was a member of the 4-H Club and turned up at the Lucasville Fair with a pig that won first prize in a competition involving rapidity of growth. He was given a trip to the state capital and the memory of those lotus-eating days in Columbus has never left him. He lived darn near a week in a ho-tel. At home he had few diversions unless he invented them himself. He rode a farm horse bareback to prayer meeting and to occasional square dances. He became the best square-dance caller in Duck Run and he learned to play the guitar and groan backwoods ballads.

When he was 17 the family gave up the farm. Roy got a job alongside his father in the shoe factory. He might have his mouth full of brads at this moment if his sister Mary had not acquired a husband and moved to California. One day in the summer of 1929 Roy's father said: "Leonard, let's us go out to see Mary tomorrow."

They had an old sedan and less than \$200 but they lit a shuck for California and stayed four months. After that Leonard Slye was never completely happy back in Ohio. He went West again, and for good. To him there was romance and glamor in California, though his mind was concerned neither with cowpunching nor with movies. He picked peaches with the Okies and drove a gravel truck, helping build roads in Los Angeles County.

He wandered through the Far West taking odd jobs, and in time he found himself working at a resort near the Grand Canyon. He had charge of the stables, but he was not what you would call a horseman. He was a hostler, concerned as much with a pitchfork as with bridles and saddles. He fell in with some other wanderers of the wasteland and they took to singing of evenings, with Roy playing the guitar.

Eventually these homespun balladiers went touring through the Southwest. It is curious but true that the so-called cowboy country—from Montana to Texas—harbors the most loyal of the western-movie fans. The very localities where actual cowboys exist are populated with people who buy cowboy comic books by the ton, miss supper to hear the Lone Ranger on the radio and worship Roy Rogers. The American small town furnished the economic backbone for the western producers. City kids care little or nothing for cowboy theatricals, preferring the cosmic shriekings of a Betty Hutton or the soothing spectacle of Frankenstein meeting the Wolf Man. In passing it may also be noted that all of the 410 Negro movie theaters in the country give western pictures a heavy play.

She loved yodeling

The group with which Rogers went touring was not altogether successful. At Roswell, N. Mex., the boys went broke but managed to get work at a local radio station which paid them enough to meet their auto-camp bill. They were on the air daily and they were hungry. Between musical numbers they spoke of their yearning for victuals. There was a Wilkins family in Roswell. Arlene Wilkins listened to the cowboy musicians on the radio each day because she dearly loved yodeling. One evening her brother called up the radio station and said that if the boys would dedicate a yodeling number to Arlene and say her name right out plain on the air, she would make them a lemon pie. They did and the next day she and her mother drove over to the auto camp with two pies. Arlene made eyes at Leonard and he blushed and the other boys elected him to return the pie plates. They were married in 1936 while Leonard was a radio performer in Los Angeles at approximately the salary he had made picking peaches.

In the fall of 1937 Republic got into a squabble with its cowboy star, Gene Autry, and began a search for someone who could fill his filigree boots in case he, in uncowboylike fashion, walked out on them. Leonard Slye was in a hat store when an actor came in to buy a sombrero. The actor remarked that Republic was testing for cowboy stars the next morning. Leonard hadn't been invited, but he was on hand the next day wearing cowboy togs. He sneaked through the studio gate and by chance encountered one of the executives, Sol Siegel, on one of the studio streets.

"You want to see me?" asked Siegel.

The young man stammered and pawed the ground with his foot and finally said he wanted to be a cowboy actor.

"Can you sing?" demanded Siegel. Roy nodded. Did he have a guitar? Sure. Well, where was it? The guitar was in his automobile parked outside the studio. Siegel told him to fetch it to his office.

Roy ran all the way to the car, then all the way back and, arriving in Siegel's office, he was so winded he couldn't sing a lick. The

CONTINUED ON PAGE 52

"Who, ME?"



YES, we're talking to you and to every other man in military service — about Uncle Sam's NATIONAL SERVICE LIFE INSURANCE.

We don't make a nickel on it, so we can say sincerely that it represents an opportunity *you must not miss*.

It's term insurance and it's low-cost. You pay only 65c per \$1000 per month if you are age 20 — 71c at age 30, and so on. You may buy up to \$10,000 and the premium comes out of your monthly pay.

It's safe and it's simple to get. Full protection goes into force the day you apply and sign the form for pay deduction.

Our interest in this is *your* interest. Life insurance is our business and we know, from

our experience in insuring civilians today, and in four previous wars, how much its protection can mean to those at home.

You're already doing a grand job "taking care" of the enemy — nobody is forgetting that. Here's a way you can add to your own peace of mind and provide for the home folks as well.

Get the whole story from your C. O. today, and apply for your full \$10,000 share of NATIONAL SERVICE LIFE INSURANCE. If you don't do it *now*, it may mean *never*.

To men about to enter the service

Get in touch with your regular agent and make the necessary arrangements to keep your present life insurance *in force*. This is made easy for you, but there are papers that should be signed.

New England Mutual's War Service Bureau has an informative little folder, "What the Service Man Should Do About His Life Insurance," that will be gladly sent upon request. Just drop a post-card to our Home Office in Boston.

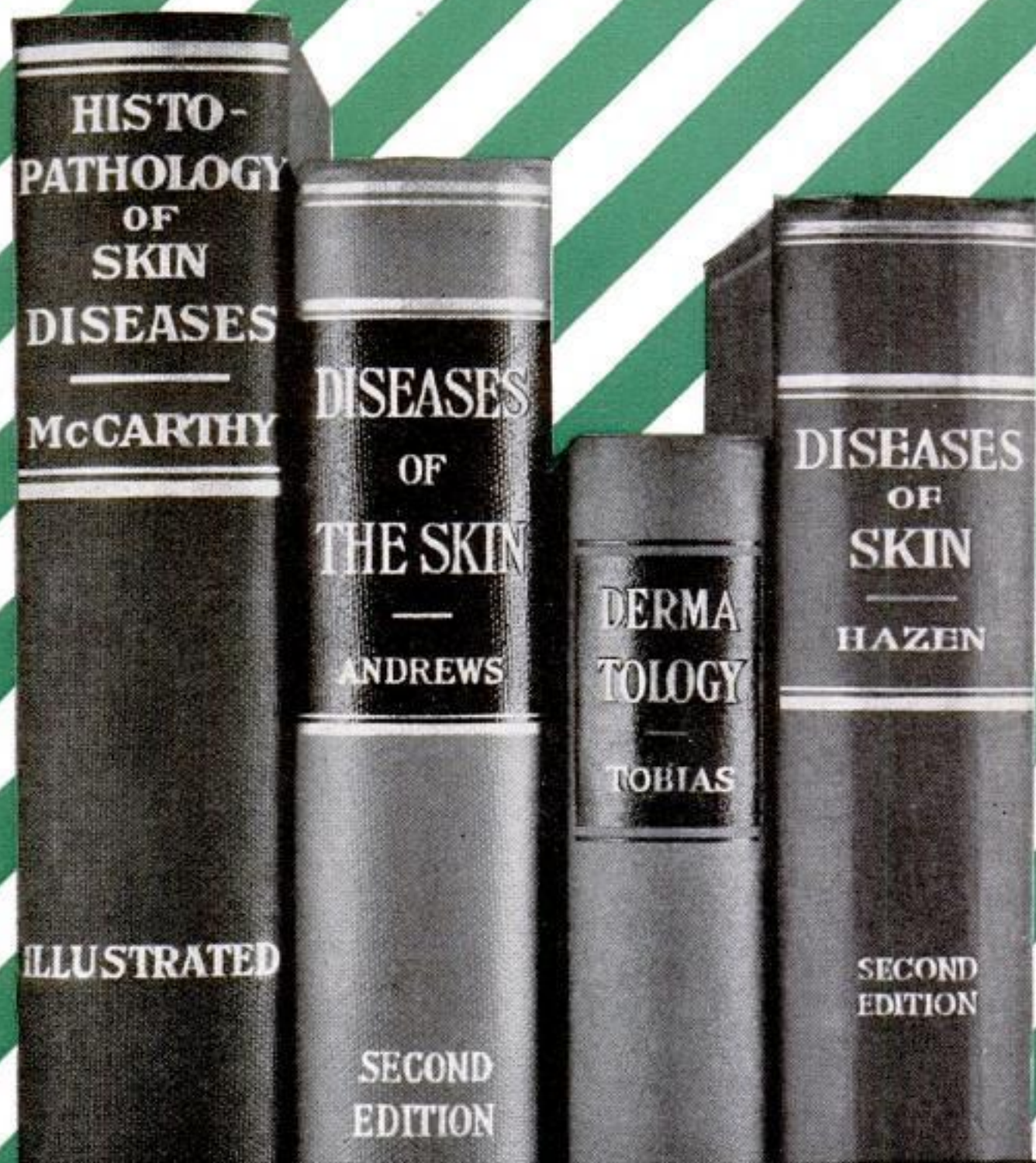
New England Mutual

Life Insurance Company  of Boston

George Willard Smith, President

Agencies in Principal Cities Coast to Coast

The First Mutual Life Insurance Company Chartered in America—1835



Books for a certain few

They are for a select few who are engaged in a highly specialized branch of medicine...in all the U.S. there are only twelve hundred doctors of dermatology. According to a recent survey, more of these skin authorities use Mennen Shave Products than any other brand...more than the next four leading brands combined. When buying shave cream for your own use, why not be guided by the personal preference of men who know what is best for the skin?

... the choice of dermatologists



① WHISKERS OFF!
Brushless Shave, a cream, not a grease. Jar or tube. Lather Shave, plain or menthol-iced. Jar or tube.



② FACE PEPPED-UP!
Skin Balm, (cream), soothes and refreshes after shaving. Skin Bracer, very scarce, due to restrictions and army use.



③ PERFECT FINISH!
Talcum for Men, its neutral tint doesn't show on the face. The perfect finishing touch.

3-STEP MENNEN SHADE

"KING OF THE COWBOYS" (continued)

producer liked his looks, however, and gave him a few minutes' rest. Then Roy played his guitar, sang a cowboy song and signed his name to a contract.

Today he is well on his way to his first million dollars. Though his schedule calls for eight pictures a year, he still finds time to tour the Army camps. On these trips he always takes his horse, Trigger. He acquired Trigger from another cowboy actor when the horse was a yearling and, with the aid of a professional trainer, has brought the animal to prominence. Trigger can count up to 25 by stamping his foot and can do simple subtraction and multiplication problems. He can drink milk out of a bottle, unaided, and knows how to take a pencil in his teeth and mark an "X" on a hotel register. He is allowed to enter the lobbies of big hotels because he has learned self-restraint and never violates convention. Most of his tricks are performed on cues thrown to him by Roy. His life is not altogether a bed of oats. Whenever Roy takes him on personal appearance tours, fans delight in yanking hairs from Trigger's tail as souvenirs. Trigger has appeared in movies after such tours wearing a sort of tail toupee.

Roy insists that his horse is his pal but privately he sometimes complains about "the ham in that horse." Trigger is almost as adroit as Mickey Rooney at stealing scenes. During personal appearances the horse has been known to yawn or go into a little dance step at the very moment when the audience is supposed to be giving its undivided attention to Roy. After one such experience at the Earle Theater in Washington, Roy came offstage cussing and in his dressing room announced that "I'm gonna shoot that so-and-so horse right between the eyes."

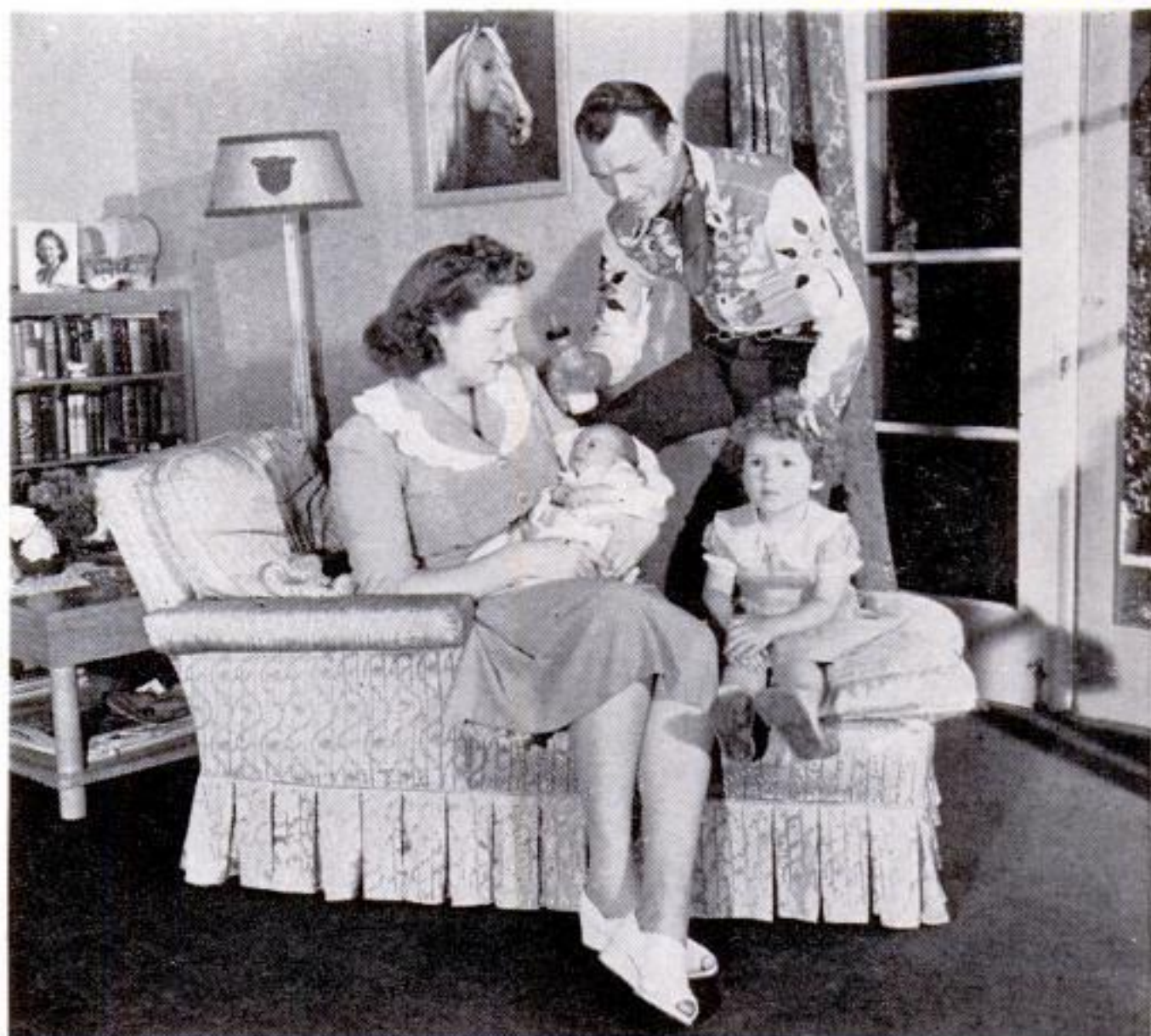
A six-acre ranch

At 30 Roy is still essentially a farmer boy, though a trim and handsome one. A year ago he bought a house at Encino, eight miles from his studio. Previous occupants were W. C. Fields, Don Ameche and Martha Raye. The studio executives refer to it impressively as "Roy's ranch." It is a six-acre establishment and most of the land is covered with fruit trees. The house is of the design called ranch style. There's a tennis court, a small swimming pool, a chicken pen and a pigeon cote. Roy spends much of his spare time fussing with his chickens and homing pigeons. He owns a smaller place nearby where his father and mother live and where he keeps most of his 3,500 chickens.

Roy's literary tastes run to pulp fiction and the funny papers. As the living room contained built-in bookshelves, Arlene subscribed to the Book-of-the-Month Club and the space is almost filled now. Roy, who is honest in all things, says: "I ain't read a one of 'em."

He much prefers his game of darts. He is adroit in all games involving physical skill. His greatest single talent is the co-ordination that athletes must have, and in physique he is pretty close to perfection. He's an expert rifle shot but confesses he's less skilful with a

CONTINUED ON PAGE 54



Roy and his wife pose with 9-week-old Linda Lou and 3-year-old Cheryl Darlene. Their home, which was decorated by them, is a mixture of periods and a riot of color.

Wartime Guide to Grand Central Terminal

STEP FROM the busy heart of New York into the cathedral-like beauty of Grand Central Terminal... and watch the smooth flow of wartime America on the move.

Beneath this high, blue-vaulted ceiling now pass some 54,000,000 travelers a year. Boys on their way to war... watched to the train gates by bravely smiling parents. Workers journeying to strange new war jobs in faraway cities. Business leaders speeding to win new war production battles.

Together they form part of the greatest military and civilian traffic that America's railroads have ever carried. A tremendous task, vital to Victory, and rich in promise for the future.

Out of this experience will be born the finer rail transport of tomorrow... when Grand Central Terminal will echo to the footsteps and laughter of a free, victorious people bound on swift errands of peace.

1 14,800 QUESTIONS AN HOUR

During a busy wartime hour, Terminal information men answer 14,800 questions. To save holding up ticket lines, get information *in advance* at this booth or by telephone.

2 GRAND CENTRAL SERVICE FLAG

This flag honors 21,314 New York Central employees. Thousands of other Central workers have sons and daughters in uniform... an added drive behind this railroad's war effort.

3 TICKET OFFICE 90% BUSIER

New York Central has added extra windows and personnel to meet the war rush. Even so, war-wise travelers prefer to buy tickets during quieter mid-morning and early evening hours.

4 SERVICE MEN'S LOUNGE

Busiest on weekends when thousands travel on furlough. To give them room on weekend trains, plan trips you *must* make for *mid-week*.

5 54,000,000 PASSENGERS A YEAR

A record number of essential wartime passengers now flows through Grand Central train gates. Fighters, workers, Government and industrial leaders... bound on vital errands along the "Warpath of the United Nations."

6 BAGGAGE CHECKING COUNTER

Some 150,000 pieces of baggage a month are now checked through Grand Central. People have learned to travel light, checking larger luggage, carrying only *one small grip* on crowded trains.

7 TROOPS ON THE MOVE

Today, half the nation's Pullmans and 30% of its coaches are needed to move 2,000,000 troops per month. One more reason railroads can't always provide the accommodations you want.

8 THE COMMUTER'S STATION

Grand Central Terminal's Lower Level is principally the commuter's station. Now in war time it is busier than ever because thousands of former automobile travelers must be carried by train.

9 MAIN WAITING ROOM

Here someone (perhaps a soldier on furlough) may have to wait over for a later train if *you* fail to cancel an unwanted reservation. These days, cancel reservations the *minute* your plans change.

FREE GUIDE TO GRAND CENTRAL

Packed with stories, pictures and a large fascinating detailed cutaway view that takes you behind the scenes of this great Terminal in war time. Write Passenger Dept., Room 1261J, 466 Lexington Ave., New York, N. Y.



New York Central
ONE OF AMERICA'S RAILROADS - ALL UNITED FOR VICTORY



BUY MORE
WAR BONDS
AND STAMPS

"A GIRL SHOULDN'T BE TOO TRUSTING!"

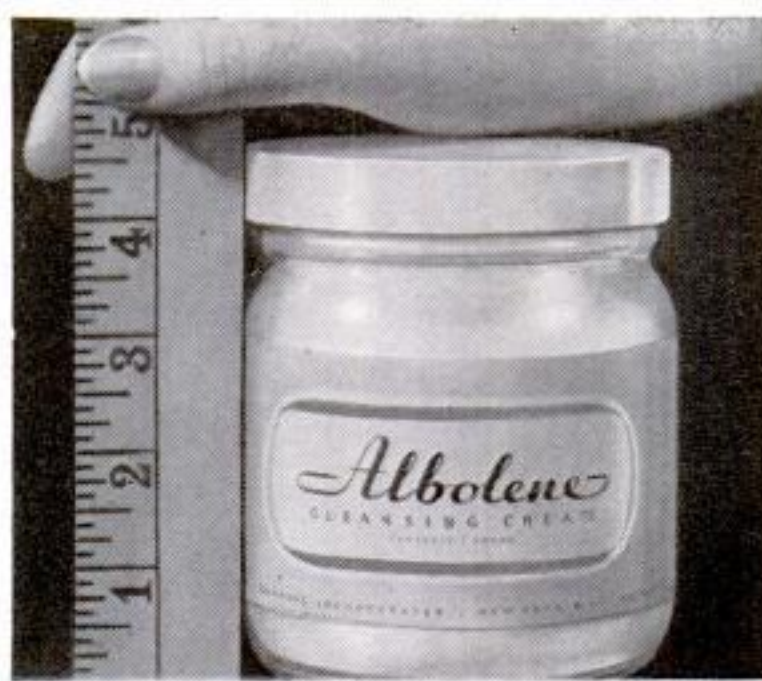
JOAN ROBERTS, singing, dancing star of "Oklahoma," doesn't judge a cleansing cream by its trimming.



"A girl on the stage just can't let herself be dazzled by fancy jars or fancy prices. There's nothing like stage make-up to show you what a cleansing cream will or won't do, and like so many actresses I got around mighty quick to ALBOLENE CLEANSING CREAM."



"You appreciate Albolene's good old virtues of purity and efficiency when you see how beautifully and gently it eases off dirt—leaves your skin feeling so soft and refreshed. And so utterly clean."



So thrifty! Actresses don't want to pay for frills. Why should you? This huge pound jar of Albolene brings your cleansing cream cost down to 6¼ cents an ounce! Lasts for ages. Also in jars at 50¢, 25¢, 10¢.

SAVE and CLEAN with ALBOLENE!



Why don't you get in on this "professional" cleansing cream? Your skin will rejoice in Albolene's bland, delightful cleansing. Many hospitals are important users, so you know the quality's superb. And how you save! Ounce for ounce, the three largest-selling creams average twice as high—using the largest, most economical sizes for fair comparison. Put the difference in War Stamps, help save your country, too. Made in the famous laboratories of McKesson & Robbins, Inc., Bridgeport, Connecticut.



ALBOLENE CLEANSING CREAM

"AND MCKESSON MAKES IT"

"KING OF THE COWBOYS" (continued)

pistol. When he goes hunting in the hills he usually employs a bow and arrow and has brought in several bobcats from these expeditions. This hobby once led the Republic publicity men to put out a story describing Roy as part Indian. He says it ain't so. (Originally the publicity department called Roy a native of Cody, Wyo., whereupon the citizens of proud Cody sent word that they'd better cut it out or there would be bad trouble. They cut it out.)

Back on the farm Roy was always one of the most expert slingshot artists of his neighborhood. Today he has a dozen homemade slingshots lying around the house. He is deadlier with a slingshot than with a Colt. Last year he was on tour in Oregon when he noticed a certain tree called a vining maple. It attracted his eye because it was full of first-rate slingshot prongs. Throughout the Oregon tour Roy spent his spare hours searching for vining maples and cutting prongs from them. He filled up the rear end of a station wagon with them and now he says he has enough slingshot prongs to last him a lifetime.

Roy and Arlene have an adopted daughter named Cheryl Darlene. Although she is not yet 4, she has her talents. Whenever she hears the name "Gene Autry" she purses her lips, delivers a gentle Bronx cheer. Autry himself taught her this trick. A second daughter arrived in the Rogers home in April of this year and is called Linda Lou.

Roy rides a motorcycle to and from work. He hasn't worn "city" clothes in several years. His studio—still vigorously at work creating a fictive personality out of this amiable hay-shaker—demands that he dress as gaudily as possible in order to attract attention to himself in public. At first Roy, the shy country boy, didn't like it. In the beginning he acquired cowboy clothes of conservative color and design. Now he is becoming more accustomed to his job and appears in dazzling regalia.

His cowboy clothes are expensive. The boots cost about \$75 a pair, coat and pants about \$200, shirt \$50, hat \$40, silver spurs \$85, belt \$45, gun belt \$75, six-shooters \$65 each. His silver-mounted saddle cost him \$1,500. He is unable to place a valuation on Trigger, though last year in Baltimore a man offered him \$10,000 for the horse.

Thus, when he sits aboard Trigger, fully accoutered and ready to charge into camera range, he is worth about \$12,000—not counting his drawers and not even counting himself. That he, personally and unadorned, is surely worth money is attested by the fact that his employers won't even permit him to engage in fist fights when a picture is being shot. They always hire a double for such brawls, fearing their star will get hurt.

He gets a thousand fan letters a day and 999 of them are complimentary. The greatest compliment ever paid him, however, may not have reached his ears. Wearing his tight-fitting white cowboy suit one evening at a hotel in Hollywood, he was introduced to one of the screen's most glamorous actresses. As he walked away from her she stared after him, sighed, and remarked:

"There goes the handsomest behind I ever saw in my life."



Fan mail received over two-week period amounts to some 14,000 letters. Rogers employs three full-time secretaries to answer mail and send out pictures of him to fans.

HOW'S AND WHY'S FOR EVERY HUNGRY BABY

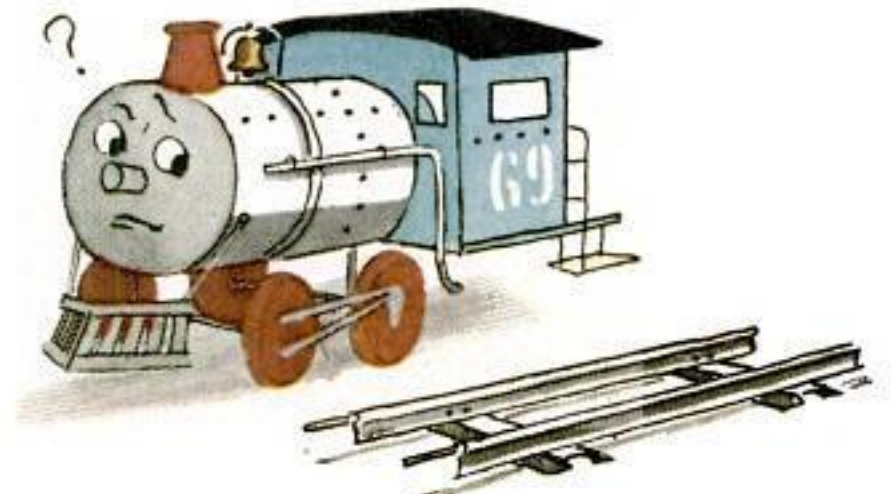
by CLAPP'S, specialists in Baby Foods



5. Why does a doctor dictate? Because Clapp's *asked* him to! Clapp's loves to take dictation from doctors—and to prepare foods just the way that doctors recommend.



6. Why are Clapp's Foods for babies only? Because these foods are so important for babies. And we all must help make sure there'll be enough to go around. Rationing helps do this. *You* can help, too—by feeding Clapp's to *babies only*.



7. Why is there just one track? Because Clapp's has a one-track mind about baby foods. Clapp's makes baby foods and *nothing else*. That's one reason they do it so extra well.



1. How green is a bean? It's as green as vitamins can make it—because it's going into Clapp's Baby Foods. (Only the greenest, crispest, freshest beans are good enough for Clapp's.)



3. Why serenade a soup? Because it's such *wonderful* soup that Clapp's makes for babies! Chicken soup, liver soup, delicious vegetable soups. All kinds of soup—all full of nourishment!



4. Why does the dial say "Yes"? Because the texture's just right. Clapp's *strained* foods are strained fine (but not *too* fine!) for little babies. Clapp's *junior* foods are made coarser for older babies.



8. How many foods for a baby? Clapp's makes 18 varieties of strained foods for young babies... 15 varieties of junior foods for older babies... 2 kinds of pre-cooked cereals (not rationed!)—Clapp's Instant Cereal and Clapp's Instant Oatmeal. Try them! See how marvelously "Babies Take to Clapp's"!



2. How can you capture a vitamin? Just cook a baby's food in one of Clapp's special pressure-cookers. They keep the air out—so the vitamins and minerals stay *in*!



SCRATCH ANOTHER

ONE of the toughest assignments ever put up to the Ordnance Department of the U. S. Army had to do with this seemingly simple item shown here.

It is a shell case for a 75-mm gun. Ordinarily it is made of easily-worked brass. But brass was desperately scarce. The tough and urgent job was to make it instead from a billet of plain, ordinary, run-of-the-mill steel like this:



To work in our fast-firing 75's, this shell case must have certain definite and dependable characteristics, and no maybes about it.

It must be *exactly* right as to size.

It must not be one iota too hard at any point, lest it crack in firing, nor one iota too soft, lest it expand and jam the breech block.

It must stand repeated firings and remain reloadable.

The job of working out the method of accomplishing this was a long and puzzling one that called for many minds and much experimenting.

But today these cases are coming from Buick plants at a rate that runs in the hundreds of thousands every month.

And they are coming out true in every respect to the rigid Army specifications which obviously must apply to such important materiel.

So you can scratch off another "impossible" as an accomplished fact.

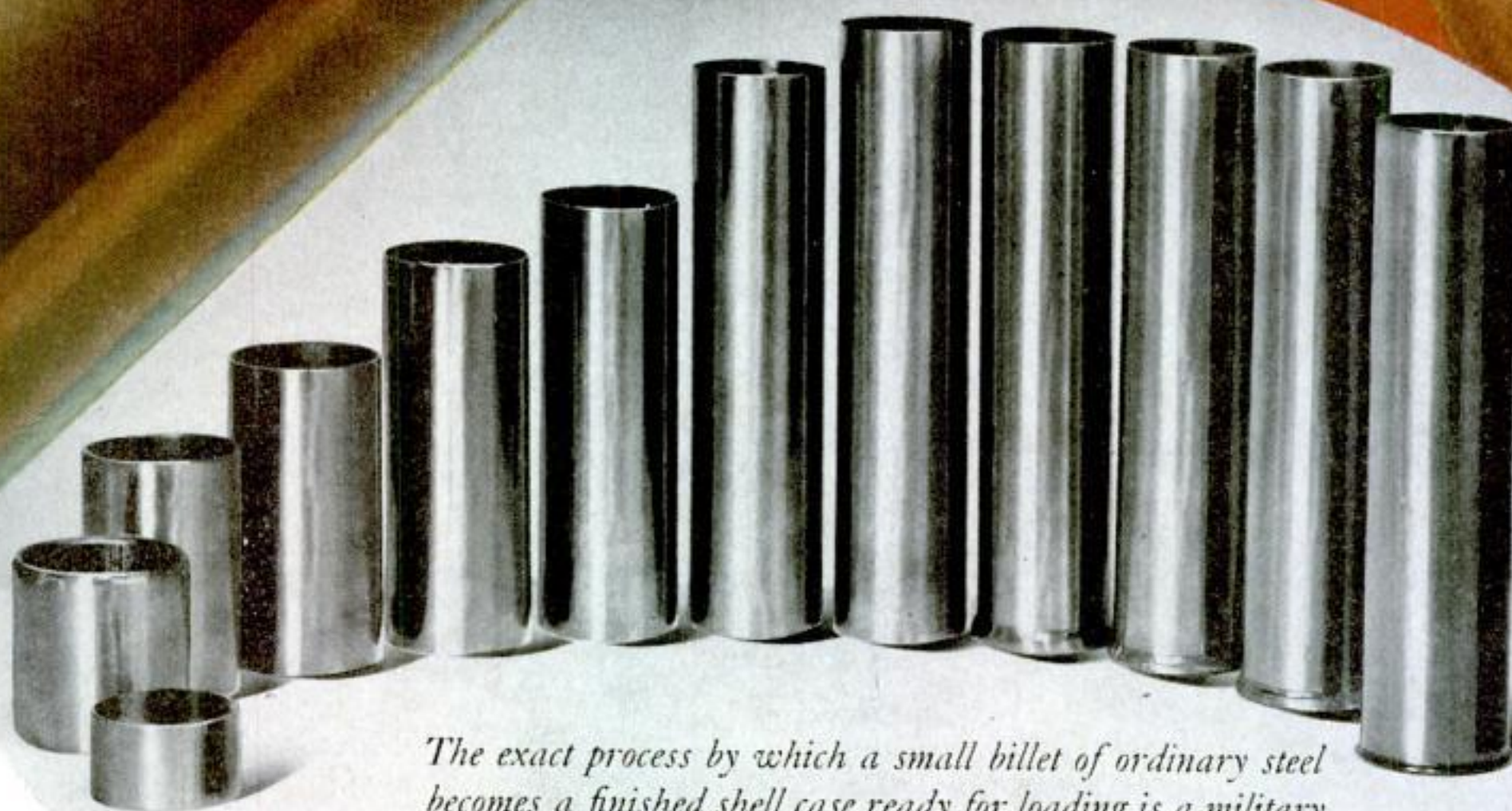
You can chalk off millions of pounds of precious brass saved for other vital military jobs where no alternate material can be used.

And you can go ahead and buy more War Bonds confident that this and like forms of American industrial will-to-win are making each Bond buy the utmost for Victory.



"Impossible"

WARRANTY
WHEN BETTER AUTO
BUICK



The exact process by which a small billet of ordinary steel becomes a finished shell case ready for loading is a military secret. But this photo of some of the stages each one goes through gives a hint of the long series of heatings, punchings, drawings and shapings involved.



BUICK DIVISION OF GENERAL MOTORS

BETTER BUY BONDS



How to Start a Revolution



YOU wouldn't take them for revolutionists, these men. They don't wear long black cloaks or employ secret passwords. But they're preparing to toss a bomb into American industry . . . to start the biggest revolution since 1776.



WHO are these men? They're research specialists of the aviation industry. You see, it takes more than aeronautical engineers to build today's bombers. Here at Martin's, for example, are experts in metallurgy, plastics, synthetic rubber, hydraulics, electronics, ballistics and many other fields, united in one common cause . . . to make America supreme in the skies.

From the efforts of these Martin research men have come more than great aircraft. They have discovered new principles, developed new materials, devised new uses for old materials, found new manufacturing methods which promise to revolutionize American life.

The works of their research are n America's way to Victory around You'll see the mark of these men after not only in aircraft but on the homes you live, the cars you drive, the very clothes you wear. Tomorrow in a test-tube!

What's more, America's postwar products American technical skill are going to re world-wide markets fast. Already Martin completed designs for giant airliners of 125 more tons, ready to build as soon as Victory gives the green light. Such ships will make neighbors of all nations . . . such ships will give seven-league boots to the peoples of all nations . . . such ships will bring the world to within hours of your doorstep.

America and the world have a glorious future ahead, when Victory is won. That's why we say, buy Bonds today, because you have a date with a new world after Victory!

THE GLENN L. MARTIN COMPANY, BALTIMORE, MARYLAND, U. S. A.

Member: AIRCRAFT WAR PRODUCTION COUNCIL, EAST COAST, INC.



NAVY'S CARGO SHIP



NAVY'S PATROL BOMBER



BRITAIN'S BALTIMORE



ARMY'S MARAUDER

Martin AIRCRAFT

Builders of Dependable



Aircraft Since 1909



Small laundries, like Joe Lee's, are closing because the draft has taken workers.



Large laundry, in Detroit, is one of the many big plants closed because it can no longer operate at a profit. To keep its labor it raised wages, but the OPA refused to permit an increase in price of services.



At Community Laundry, Hollywood, customers can't even leave dirty wash.

LAUNDRIES

Country's pile of dirty clothes grows as labor goes to better jobs

Laundries in Detroit have appealed to housewives to do their own wash. In Chicago, laundries are refusing to take any new customers. In Los Angeles, laundries are accepting wash only every other week. In New York City, one laundry placed a limit of five shirts per week per family (not per man). In most U. S. cities, two-day service is now ten-day service and regular weekly service is no longer regular nor weekly.

The U. S. isn't getting its wash done because the people who used to work in laundries have chosen to

work at other jobs for more pay. Furthermore, since many women are now working away from home, much wash which used to be done at home is now sent out. The laundries could handle it if they had skilled labor to work machinery at capacity. Only recently the War Manpower Commission declared that laundries and linen supply houses in certain industrial areas were "locally needed." Despite all the washing and ironing machinery pictured here, 50% of a laundry's cost is labor—skilled operators to run these machines.

Idle machines, at Cashman's modern laundry in Bronx, mean less clean laundry for New York families. Cashman normally washes 150,000 lb. weekly, is now handling only 120,000,

could turn out 35% more if labor were available. This is a shirt-ironing room. Each unit of machines has a capacity of 1,000 shirts a day. Only six of nine units are now in operation.



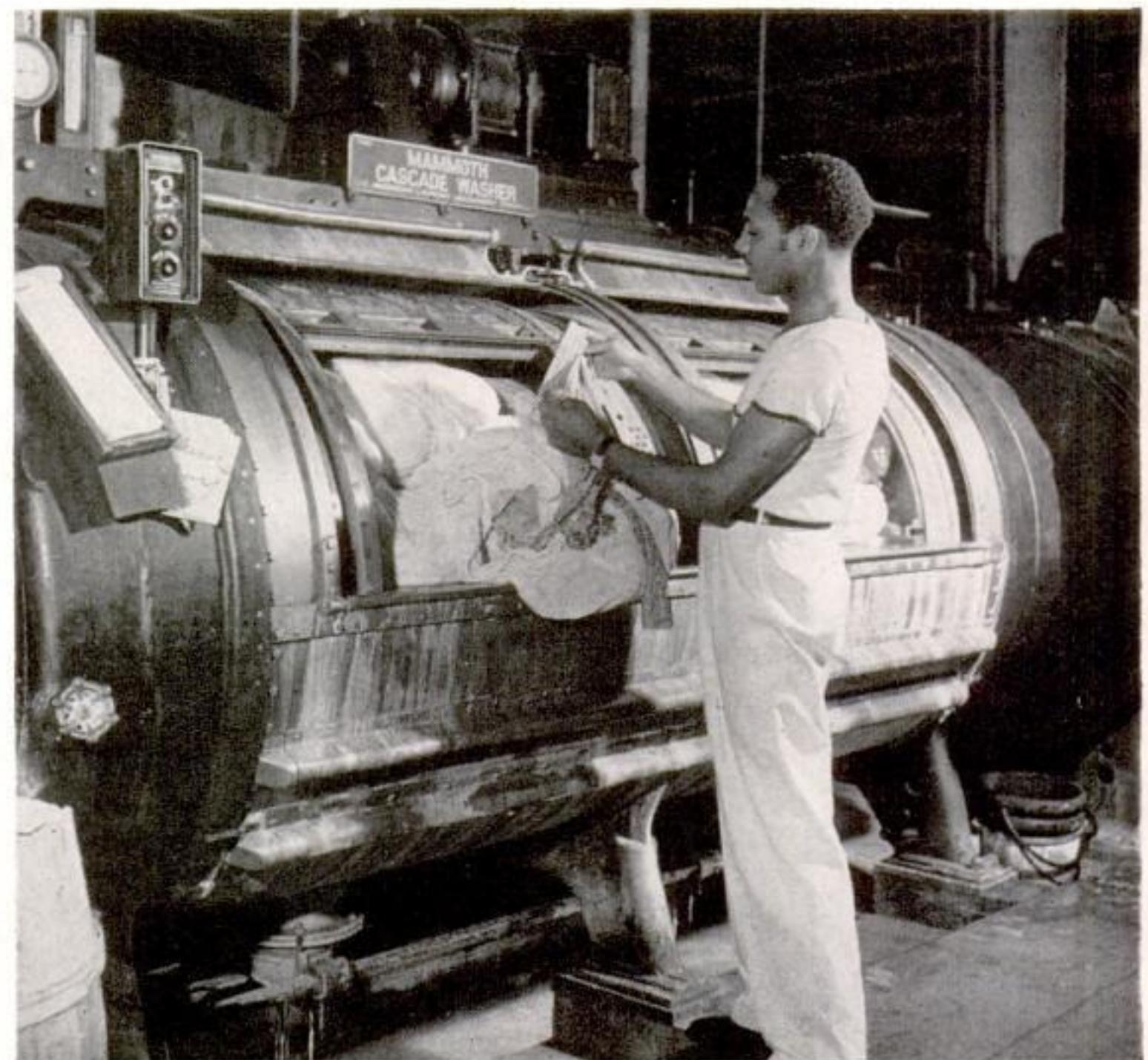


Weighing and marking are first steps at Cashman Laundry. Bundles at right are first weighed as bundles. Girls at tables then separate the wash into flatwork and wearing apparel. Wearing apparel is then weighed separately on scales at left. All three weights are marked on a slip and

the cost of total wash is figured accordingly with extra charges for shirts and wearing apparel. All wash from one bundle is marked with a small metal tag with same number. Machines at the girls' left do the marking. Tag stays on until final packaging. If tag gets lost, laundry is lost.



Sorting is a hand operation and every piece in the pile must be lifted separately. Here, wearing apparel is being sorted. All the white clothes are put together and the fast colors are put with fast colors. By now the wash is all mixed up. The executive's white shirt is in with the grocer's.

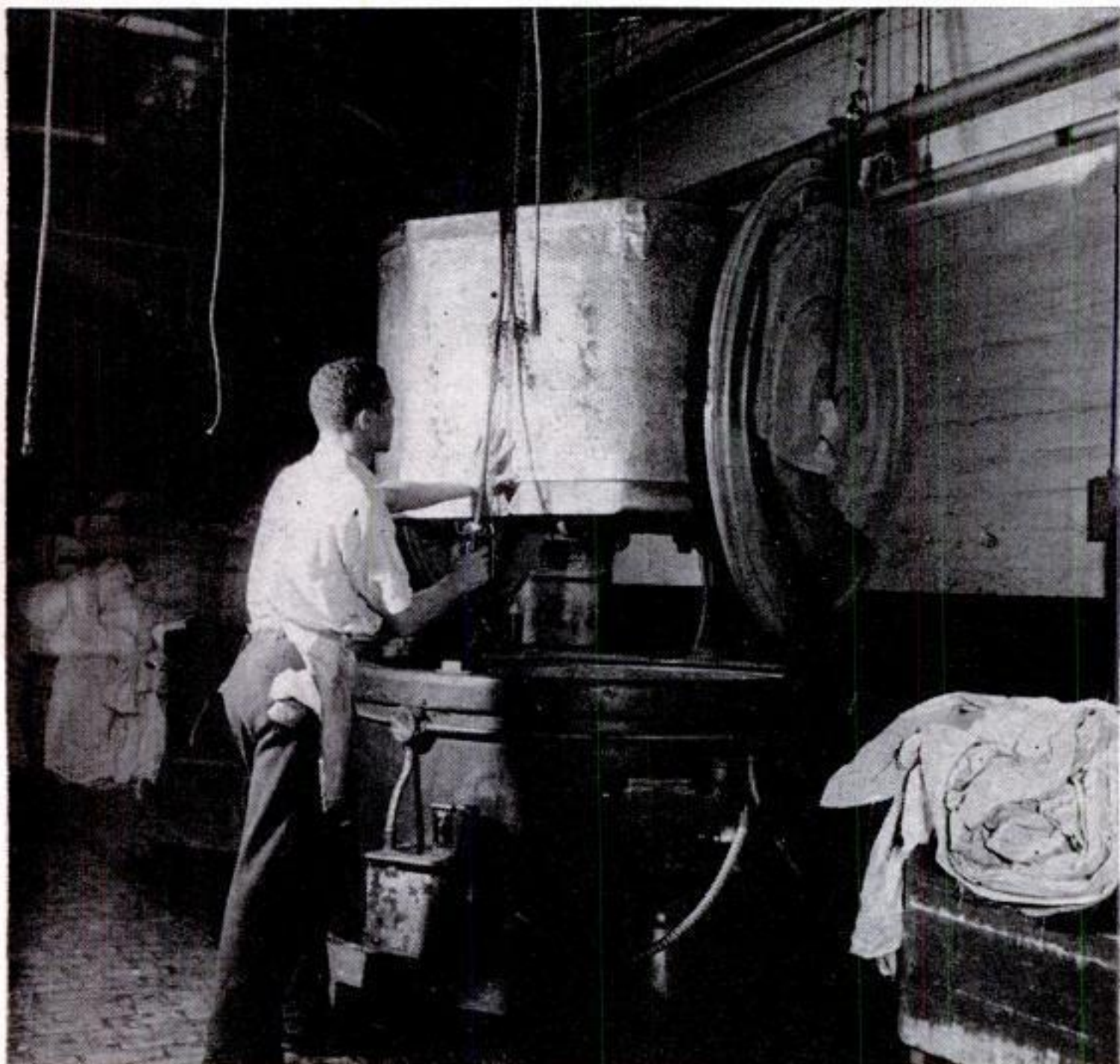


Washing is done in big machines which can handle up to 800 lb. of laundry at one time. The clothes are put loosely into net sacks each of which holds about 15 lb. Operator's job is to turn various switches which make the drum revolve and regulate the flow of water and soapsuds.

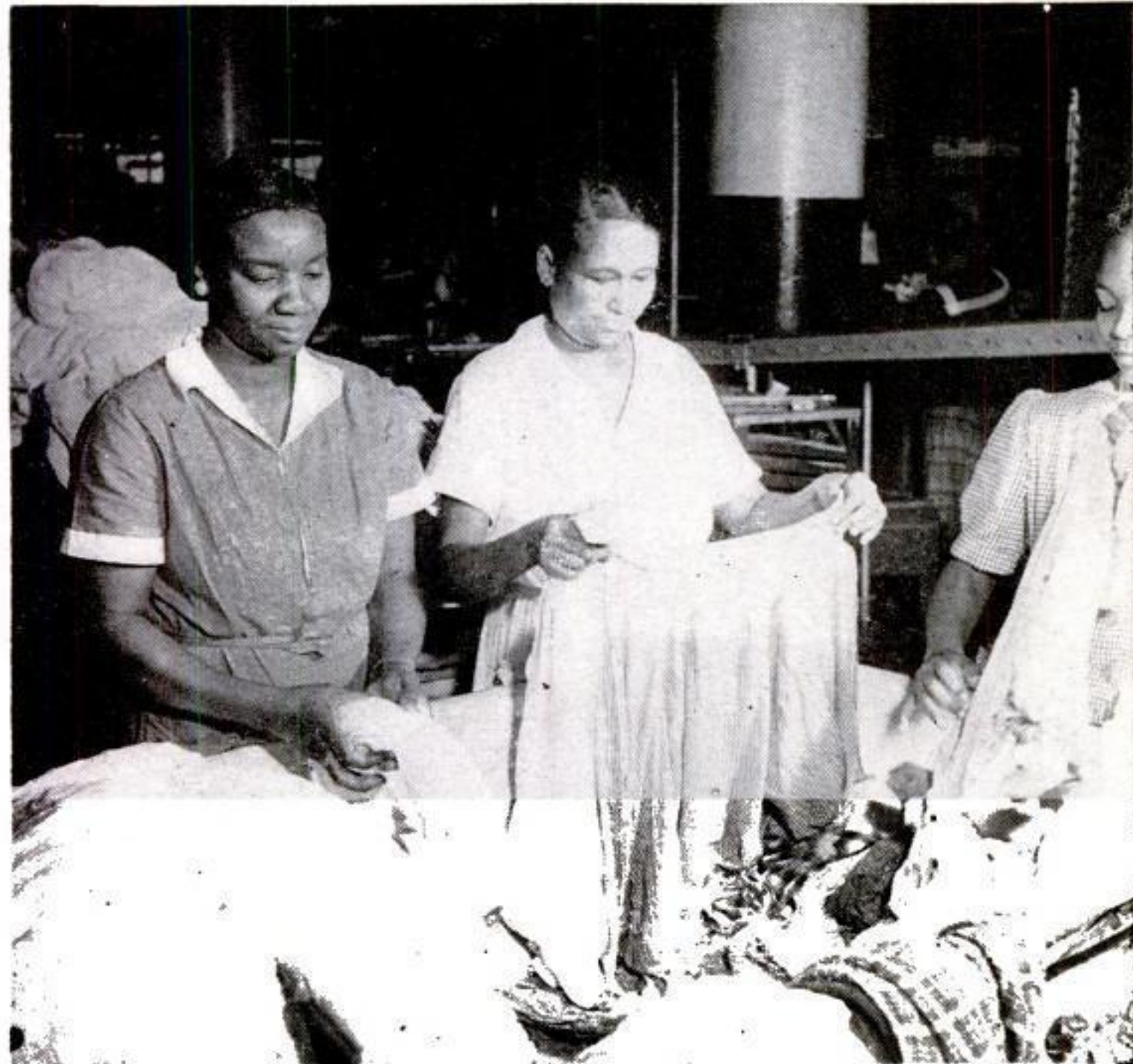


Flatwork, like sheets, towels, tablecloths, spreads, pillowcases, is ironed by huge flatwork ironers. Bins in the foreground hold flatwork which has come from the drier (see left, below) in a semidry condition. Sheets are put in place on the cold roller at front of the machine, then auto-

matically rolled through a series of heavily padded hot rollers under the hoodlike covering. As the sheets come off the rollers at rear they are folded by hand by two operators. These machines can iron twelve sheets a minute. Average cost for finished flatwork is about 14¢ a pound.



Drying is done by placing the metal basket in which clothes have been washed into a drying chamber. After the basket is lowered into the chamber, the cover is clamped on and the basket is revolved at the rate of 700 revolutions a minute. Clothes are semidried in 18 minutes.



Semidry shirts, all of which have been washed together in one bundle, are sorted according to type. All sports shirts are put together, as are all shirts with attached collars, shirts with neckbands, shirts with fancy fronts, to speed up the ironing. Turn page to see how a shirt is finished.

MODERN MACHINERY AND SKILLED OPERATORS CAN IRON A SHIRT IN 124 SECONDS



1 Sleeves are prepared for ironing by slipping them over steam-heated forms tapered to fit any sleeve.



2 Cuffs are ironed by spreading them on the curved lower part of a cuff press. The same operator finishes both sleeves and cuffs.



3 Cuff press is clamped down on cuffs and allowed to stand 17 seconds under pressure of 70 pounds of air.



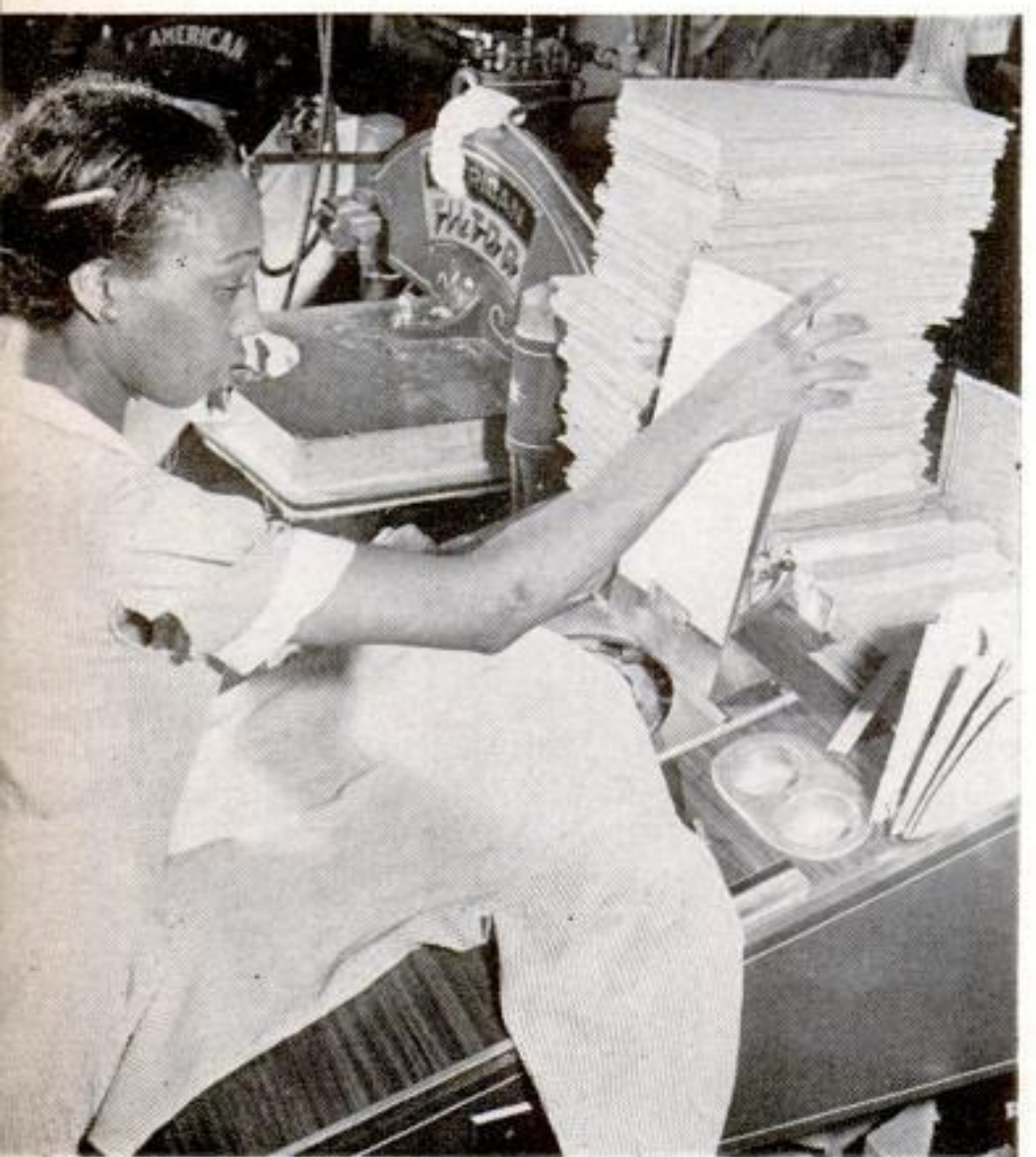
4 Collar is spread on the collar press in 4 seconds by a skilled worker. The press is left on for 24 seconds.



5 Body machine is used to iron back and sides. The front is done on special machine with clamps for keeping the bosom straight.



6 Missing buttons are sewed on after all pressing is done. Time for this operation isn't figured in total.



7 Folding a shirt takes 30 seconds. It is set in place on table, then machine flips cardboard down on back.



8 Paper band goes on after the sleeves (first right, then left) have been folded in and the shirttail has been folded up and under.



9 Collar protector, small cardboard band which keeps collar firm, is put in by hand, is the finishing touch.



DEB AND ANZAC DO THE TOWN

**She takes war duties and gay dates
in stride—keeps her complexion sparkling
with a Woodbury Facial Cocktail**

Lovely Faith Flagg, New York deb, takes time out from her war duties to show visiting Anzac the sights.

Says Faith: "These boys from 'down under' are really gay! So before dating, I give my skin a bracing Woodbury Facial Cocktail. A quick cleansing with Woodbury Soap is a cheer-up treatment for a cloudy and dull-looking complexion."

Brighten your beauty with Woodbury Soap, made to a famous formula, for the *skin* alone. Mild . . . because a special costly ingredient has been added for thorough gentleness in cleansing. Use Woodbury Soap to cleanse your skin of dirt and grime which may coarsen pores. Have the clear, glowing skin men dote on!



Daughter of artist James Montgomery Flagg, Faith makes hobby of collecting her father's works. She's mad about planes, hopes some day to fly. Blessed with skin of opalescent loveliness, Faith says: "I'm keen for Woodbury Soap."



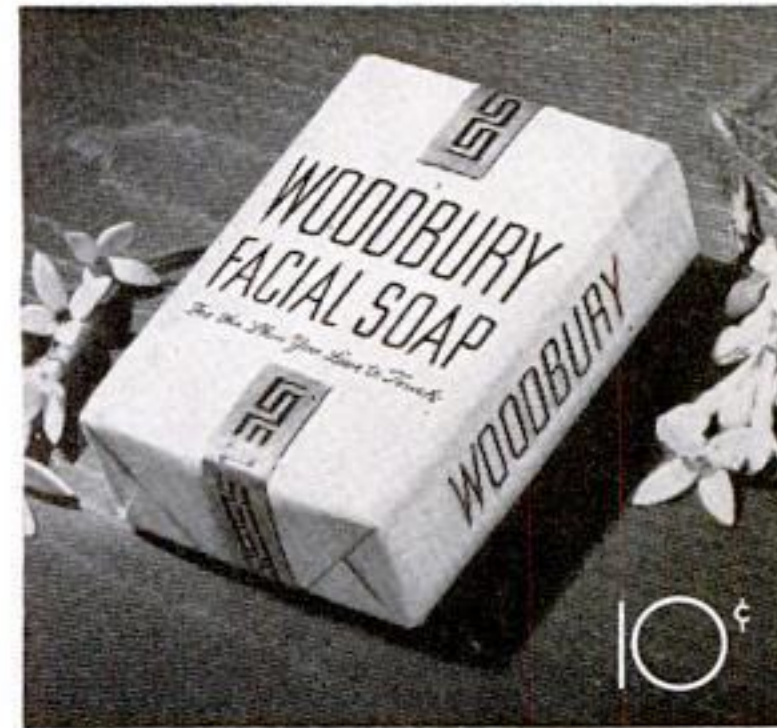
1. Queried by society photographer, Jerome Zerbe, about her beauty recipe, Faith said: "Woodbury Soap has the knack of turning up sparkle in a dull skin. Its gentle lather is so refreshing—especially in warm weather.



2. "With a rotary motion I work in Woodbury's creamy lather. It whisks away clogging dirt and smudge in no time. Then I rinse with cold water to give my skin spick-and-span cleanliness. So simple and quick!



3. "Your skin holds that fresh glow for hours," says Faith. Get that "look-alive, love-me" look in your complexion. Woodbury Soap is a true *skin* soap, made of fine beauty oils, exquisitely pure and mild.



4. Skin scientists supervise making of popular Woodbury Soap. Try the facial cocktail soap for evening glamour, all-over daintiness. Only 10¢.

FOR THE SKIN YOU LOVE TO TOUCH

★ BACK UP YOUR FIGHTING MAN...BUY WAR BONDS AND STAMPS ★



AT A TENT MEETING IN CHICAGO, EVANGELIST MCGARRAHAN'S YOUTHFUL FLOCK SING THE MARCHING SONG OF HIS BIBLE ADVENTURE COMMANDOS, "TO ARMS FOR CHRIST"

KIDS' EVANGELIST

Preacher McGarrahan makes Biblical tales as exciting as the commandos

Two-fisted U. S. kids, raised on Superman and Buck Rogers, Colin Kelly and Joe Foss, often find conventional Sunday school pretty dull. Many prefer remaining home on Sundays to read blood-and-thunder comics or to play commando games. To combat declining church attendance among youngsters, Bill McGarrahan, a Chicago evangelist, opened his Bible and pulled out some hair-raising yarns that make Captain Midnight and Tarzan as innocuous as Mother Goose. Traveling around the country, this small, peripatetic 29-year-old preacher appeals to the kids

in tough communities by presenting fast, slangy morality plays in which he acts all the roles aided by realistic stage props.

McGarrahan, a jack-in-the-box combination of Revivalist Billy Sunday and Bandleader Ted Lewis, calls his enthusiastic followers "Bible Adventure Commandos" (see above). As many as 1,000 kids turn out to see him go through his paces as Samuel, David (God's Superman), Noah, Abraham or Samson. On this and the following pages LIFE presents some of McGarrahan's original and colorful Bible sermons.



McGarrahan enacts story of David with words, gestures and scenic effects. Here the Devil tries to grab David by the nose and lead him into "lies, disobedience and impurity."



As the Devil, McGarrahan stands in front of the Devil's fort where he spies a lion. The backdrop is decorated with paintings of Devils carefully camouflaged in red pajamas.



As the lion, McGarrahan watches David, saying to himself and the audience, "What a juicy steak he'd make." This sequence ends with David fearlessly tearing the lion apart.

CONTINUED ON PAGE 66



The longest minute in Jimmy's life



In one minute Jimmy will know if he's worthy of his navigator's wings.

This is his first raid. Ahead, light bombers are already outlining the target with flaming incendiaries. All about him, invisible in the murk, hundreds of heavy bombers drone through the night.

Jimmy knows, grimly, that it's up to him to bring his bomber to the target at a certain specified minute . . . or the careful timing of the whole raid will be thrown off!

The seconds creep along in his watch. It looks like an ordinary pocket watch . . . but no ordinary timepiece could perform with such incredible precision. Called a master navigation watch, it was made especially for men like Jimmy—to help them become the best navigators in the world.

Since the take-off this watch has helped Jimmy keep his big bomber on its zigzag course . . . helped him know his position even though thick clouds hide the earth. But what

if he's made a mistake in his calculations? What if . . . ?

The minute is almost up. Then, suddenly, the clouds break away. Far below—a red carpet of fire. A voice buzzes in his ear: "Nice work, Jimmy—we're right on top of it!"

Jimmy's the reason Hamilton workers take pride in their ability to make these master navigation watches—as well as marine chronometers and other precise timing instruments—for the Government. It means, of course, that very few Hamilton watches can be made for civilians.

But, remember—when Jimmy comes flying home again, we'll be making *new* Hamiltons that will more than ever deserve the famous title, "The Watch of Railroad Accuracy." Hamilton Watch Company, 372 Columbia Avenue, Lancaster, Penna.

BUY U. S. WAR BONDS NOW—
HELP AMERICA WIN ON TIME!

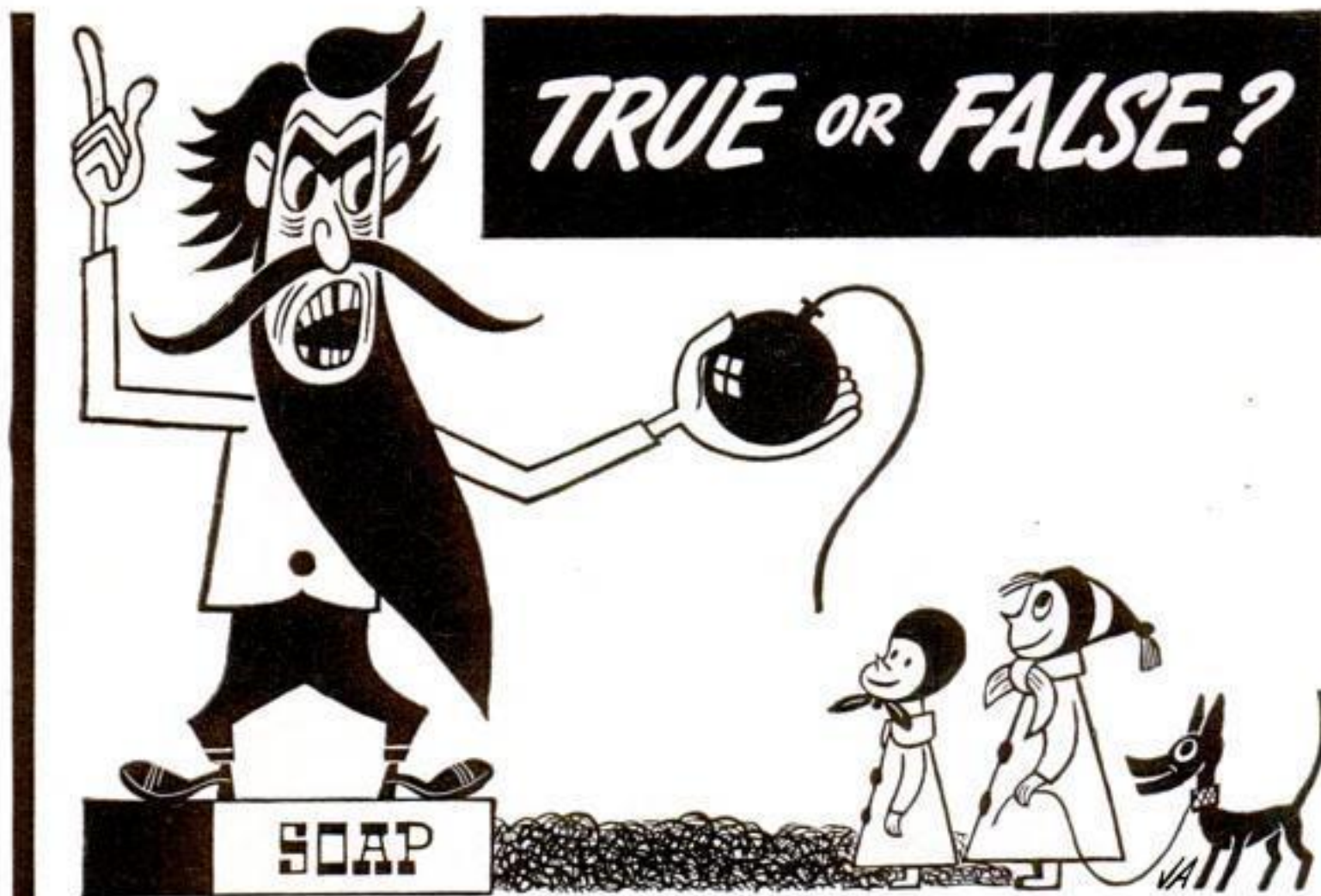


COPR. 1943, BY HAMILTON WATCH COMPANY



HAMILTON

makers of The Watch of Railroad Accuracy
NOW MAKING ACCURATE WAR TIMEPIECES



1. Beards were once thought to indicate revolutionary opinions?

TRUE. That's why the police of certain European countries restricted beard wearing during the early 19th century.

2. Lanolin is a mythical kingdom?

FALSE. Lanolin is very similar to the natural oil of your skin. For years, doctors have prescribed it to soften and comfort irritated skin. Now Williams Shaving Cream contains Lanolin. You enjoy its soothing benefits every time you shave with Williams.

3. Shaving close is good for the skin?

FALSE. It sometimes irritates the skin. But Williams Shaving Cream containing Lanolin helps you get close shaves in comfort. Williams thick, soaking lather softens the toughest beard completely. And soothing Lanolin helps ease razor scrape and soreness . . . leaves your skin feeling softer and smoother. Try this improved Williams tomorrow.



CONTAINS SOOTHING LANOLIN

Same familiar tube



SULFATHIAZOLE

**gives you modern protection in the new
BAUER & BLACK Instant Bandage**

SULFATHIAZOLE gives Army and Navy doctors a new powerful weapon against battlefield infection . . . and now Curity HANDI-TAPE with SULFATHIAZOLE gives you modern protection against possible infection of the minor cuts, blisters, and abrasions that occur in your own home!

Here is the truly modern in-

stant bandage . . . made of washable Wet-Pruf Adhesive Tape with its firm, lasting grip . . . its ravel-free gauze pad impregnated with SULFATHIAZOLE . . . ready in your medicine chest, in your kitchen, office, car, factory . . . ready to do its important protective job for you.

Don't be content with ordinary bandages any longer. Buy Curity SULFA-thia-zole HANDI-TAPE in the easily identified yellow and blue box at your drug store. Have modern SULFATHIAZOLE protection.

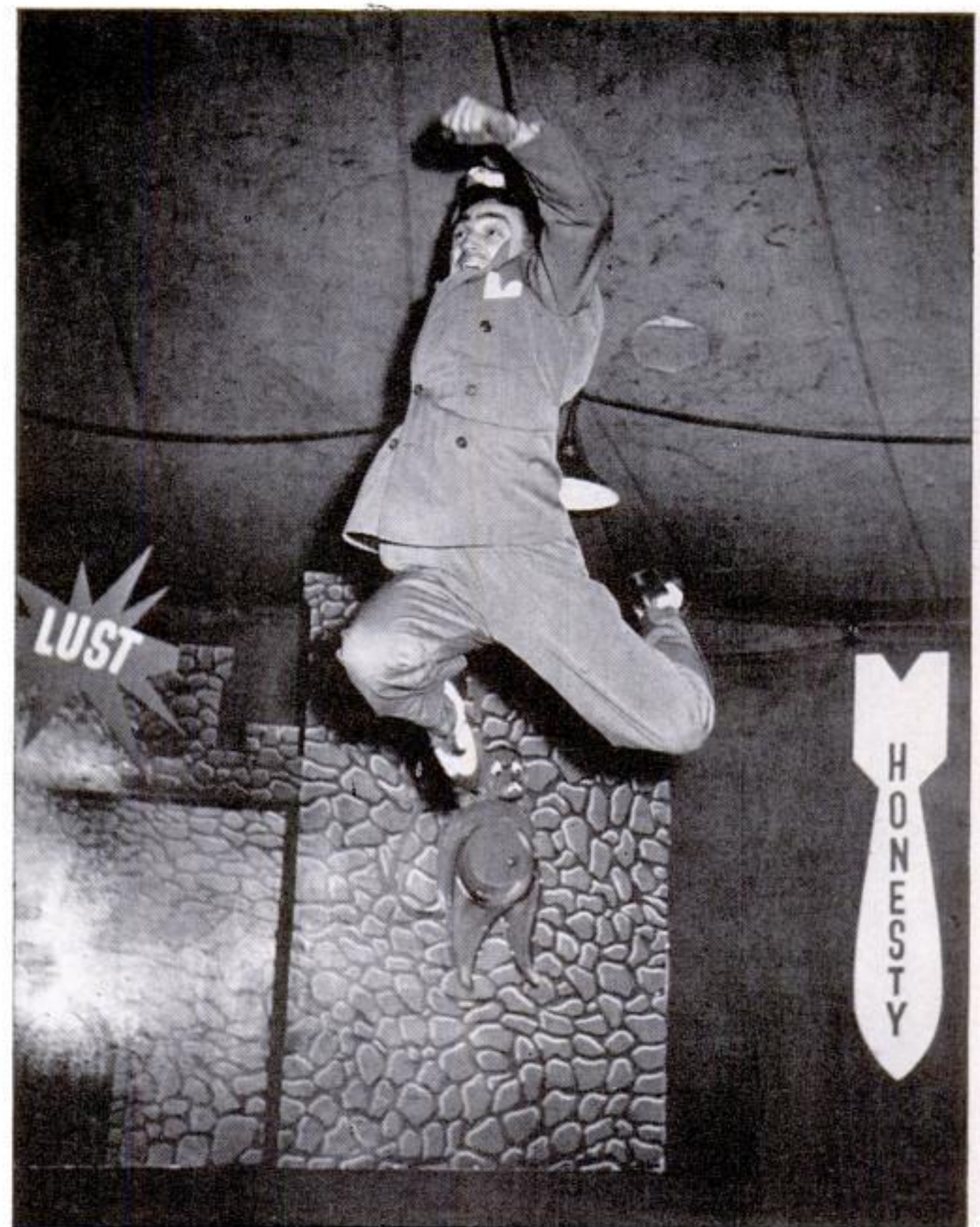


Buy War Bonds and Stamps

Curity
SULFA-thia-zole
HANDI-TAPE

(BAUER & BLACK)

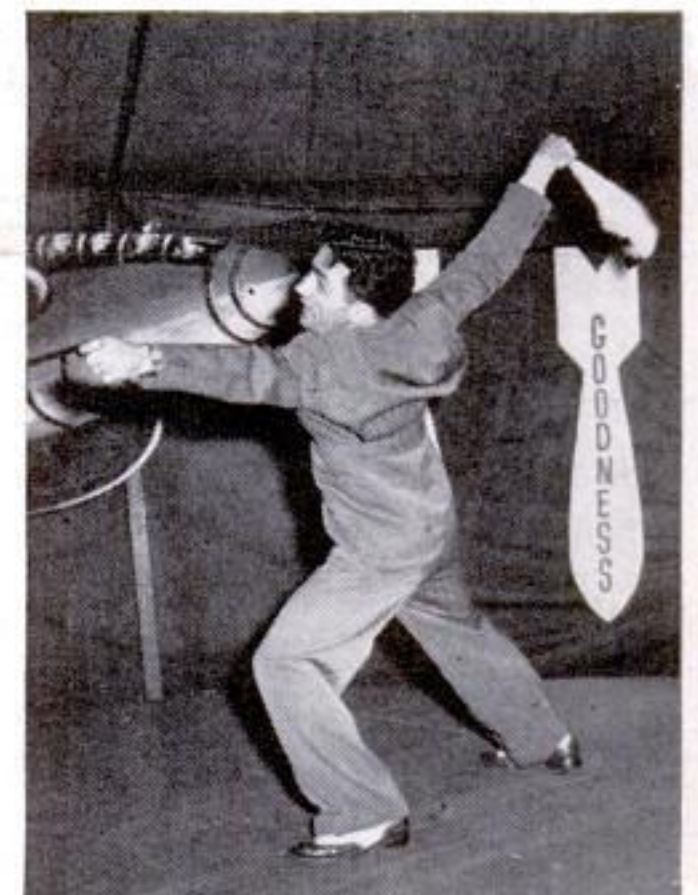
Division of The Kendall Company, Chicago



McGarrahan as David receives joyous news that he can go to battlefield. He leaps high in the air, shouting "Yippee-ee-ee! Here's my chance!" Meanwhile the giant Goliath, also played by McGarrahan, defies Israelites to send someone to fight him.



David staggers toward front, overloaded with armor. He throws it off, crying, "Not armor but God will protect me!"



With his slingshot, David attacks vain Goliath who had boasted, "Why, you little runt, I'll feed you to the birds."



As Goliath, McGarrahan shouts with laughter at his little challenger. God then guides the stone from David's slingshot.



Goliath falls as stone strikes bull's-eye. The villain slain, Evangelist McGarrahan again becomes David to lead prayer.

CONTINUED ON PAGE 63

CLARK'S

Two delightful flavors...always pleasing



ask for —
reach for **CLARK'S**
Chewing Gum

★ Clark's Teaberry Chewing Gum is flavored with real Teaberry leaves—fresh from the mountains—a breezy, clean, long lasting, inviting flavor and fragrance that is always pleasing—on the job or in your leisure.

★ Clark's Tendermint Chewing Gum is mint flavor at its very best—the flavor of fresh, choice tender mint leaves—wholesome, full of refreshment and delight. Try Clark's Tendermint... "It's different—naturally!"

YOU'LL GET extra pleasure and real enjoyment from these two delightful Clark Chewing Gums. They're literally going to town the nation over—winning friends and praise everywhere for their different, always delicious flavors. The next time you buy chewing gum, try Clark's—either flavor—you'll like them both!

★ BUY BONDS FOR VICTORY

PRODUCTS OF CLARK BROS. CHEWING GUM COMPANY OF PITTSBURGH, PENNA.
© 1943 C. B. C. G. CO.

Copyrighted material



Nobody'd cheer for a Raucous highball!
That's why Imperial is "*velveted*"

"Velveting" softens and smooths IMPERIAL—makes it gentle to the taste, makes your highball or cocktail more enjoyable. And the millions who have discovered this marvelous smoothness, this greater enjoyment, have made IMPERIAL one of the most-asked-for whiskies in all the land.

But like sugar and coffee, IMPERIAL is on quota—because our stills are now making war alcohol instead of whiskey.

And sometimes delivery is held up a day or so, because shipments of war materials and food naturally come first.

So if your store or tavern sometimes cannot supply you with IMPERIAL, please be patient and remember there is a mighty good reason for it.

Blended whiskey. Eighty-six proof. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill. Copyright 1943.

IMPERIAL - its "*velveted*"

REG. U. S. PAT. OFF.





Parable of the Pig is related in realistic terms by McGarrahan as his Bible Commandos sit enthralled. Here the preacher dresses a pig like a sailor, then puts the animal in a basin of mud to prove that mere outer changes do not alter character.



Noah's Ark and the flood are dramatically staged by McGarrahan. This is "zero hour" as angry waters rise and a repentant sinner (McGarrahan) pounds in vain on side of Ark. The evangelist warns that next time God will destroy the world by fire.



Storming the Devil's fort is high point of meeting. The kids use their Bibles as weapons because McGarrahan has explained that the Bible is the only sword with which they can defeat the forces of evil. He sells Bibles to his flock at 25¢ each, below cost.

STUBBORN AS A MULE

about the Tobacco You Smoke?



Switch to the Blend that Meets the **INDOOR TEST**



Critical smokers—particularly—like **BOND STREET**. It has the cool, bite-free, mellow flavor of an expensive custom blend. And—it's genuinely aromatic.

BOND STREET contains a rare aromatic tobacco never before used in any popular priced blend.

It leaves no stale pipe odors in the room. Even the ladies approve. And—**BOND STREET** doesn't lose its flavor.

Smokers by the thousands are switching to **BOND STREET**. Try it yourself! See why!

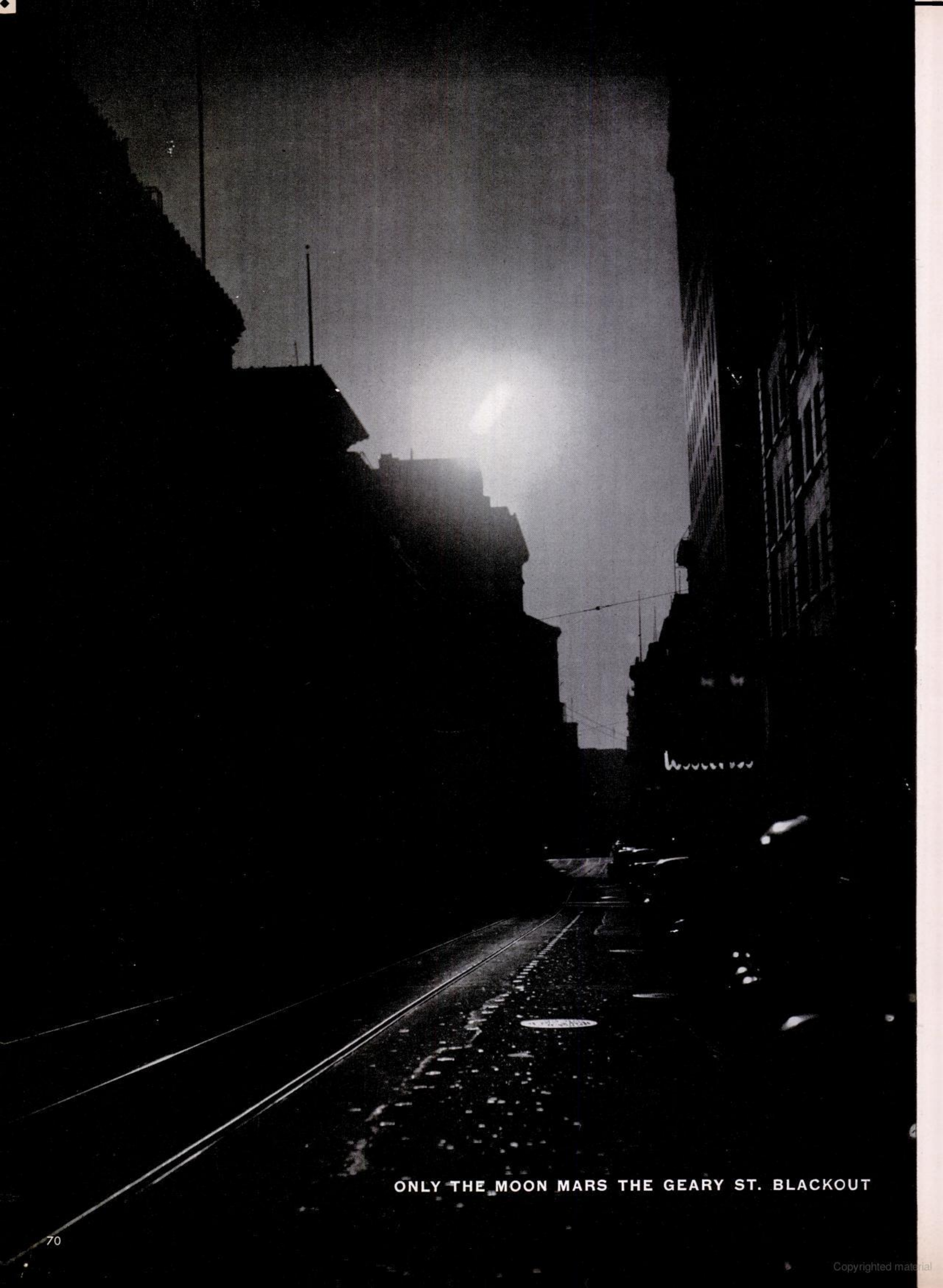
15¢

POCKET PACKAGE
Convenient folding
Pocket Pouch—10c

**BOND
STREET**
PIPE TOBACCO

A product of PHILIP MORRIS





ONLY THE MOON MARS THE GEARY ST. BLACKOUT

SAN FRANCISCO

WAR STIRS GOLDEN GATE CITY

San Francisco has not been a really peaceful place since Padre Junípero Serra, a great Franciscan friar who was determined to found a mission in honor of his patron saint, urged an expedition north from San Diego to discover a fabled bay that opened from the Pacific between two rocky headlands. That was in 1769. Seven years later the mission was built at the Port of Our Father St. Francis. The founder of the California missions, whose statue stands in Golden Gate Park (right) was satisfied.

Up to that time the Bay Indians were placid people, living largely on acorns, roots and grasshoppers. The Spaniards brought them meat, industry, religion and measles. But the Indians could no longer be placid. Neither could the Spaniards. They were threatened by Russians who built a fort north of the port. They worried about the enterprising English. Finally, in 1848, they were taken over by the Americans.

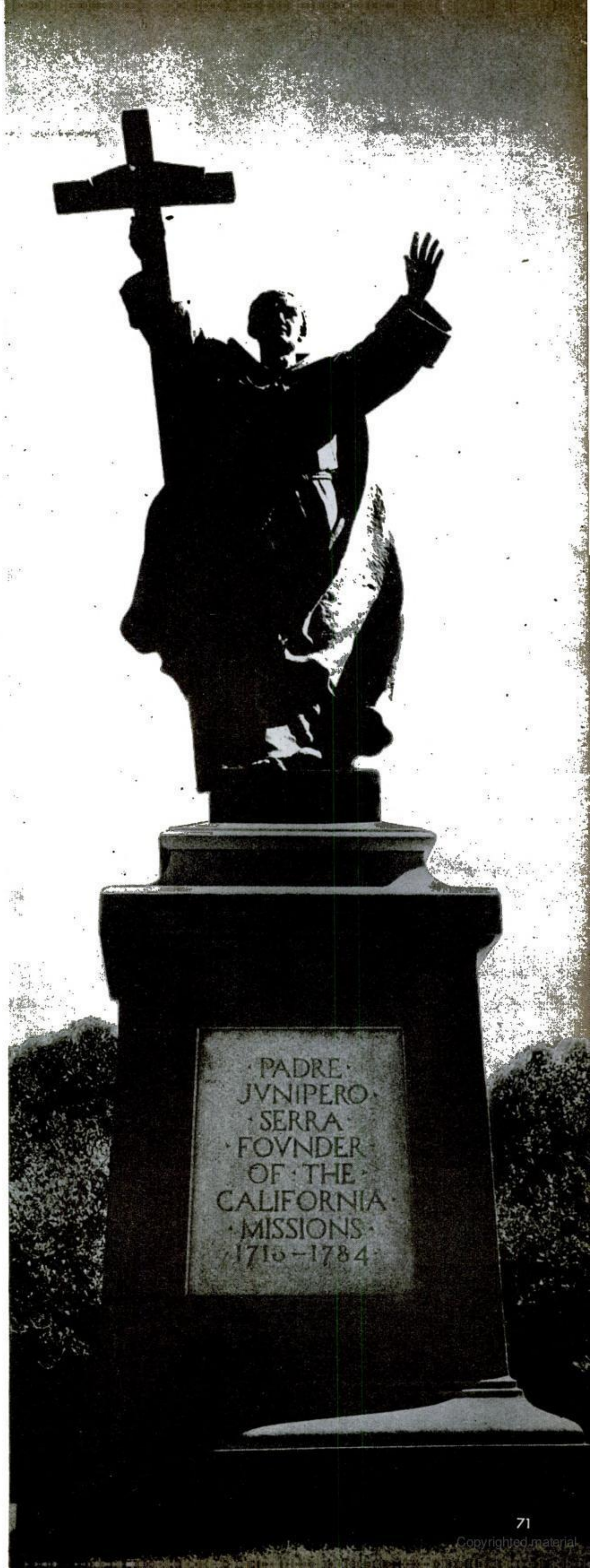
The Americans brought gold rush, booms, brawls, violence and vigilantes. When the wealthy city seemed to be settling down, the earthquake and fire of 1906 upset it. After the last war San Francisco began to feel smug and satisfied until Southern California ports threatened its shipping supremacy. Then this war came to disturb the city again and take away whatever peace it thought it had.

Today great, gray Pacific convoys steam out of San Francisco Bay. Jeeps, guns, crated airplane bodies lie waiting along its docks. From Telegraph Hill a sightseer (or a spy) can look down on whatever units of the battle fleet are in the harbor. San Francisco is once again the greatest Western port, the key to Pacific communications. It is also a state of emotions. The air-raid wardens are never sure that this drill will not turn out to be the real thing. The blackouts are sincerely black. The airplanes humming over the city bring a sense of real comfort to San Franciscans. The city streets are filled with soldiers and sailors spending money on their last soda or last drink or last date, full of the wonderful happy-sad feeling of being off to war. The city is once again a tense, excited place, a Land's End right on the edge of war.



SOLDIERS AND A SAILOR and a girl spend an afternoon in the amiable San Francisco sun, feeding the pigeons at City Hall. Military fun is not always this peaceful. Army and Navy keep tight restrictions on number of men allowed in town and where they are allowed to go.

CONTINUED ON NEXT PAGE



SAN FRANCISCO (continued)

THE BAY HAS GIVEN WEALTH & GREATNESS

The photograph below shows the main reason for San Francisco's greatness. This is the Golden Gate, the channel that opens the landlocked bay to the ocean and makes the city a magnificent seaport.

With a rich continent behind it and a wide ocean in front, San Francisco fell heir to the West's foreign trade. The miners shipped their gold out through the port. Some of the wealth it handled stayed in San Francisco, which prospered. The transcontinental

railroads pushed themselves to the seaport and more money came in. The money built banks, founded fortunes. It also supported opera, patronized drama, encouraged arts, nourished a fondness for fine food.

From all this came a really cosmopolitan city, cultured and mature and sophisticated. But it still owes everything to its harbor which, as Captain Barse Miller shows in the following paintings done for the Army, is thronged today with somber convoy ships.

A SHIP'S HULK (MIDDLE LEFT) LIES AT OCEAN SIDE OF GOLDEN GATE WHICH IS A TREACHEROUS CHANNEL, ESPECIALLY WHEN FOG ROLLS IN OVER HEADLANDS





AT THE HARBOR ENTRANCE—at the city end of Golden Gate Bridge whose tower tops are dimmed by the famous fog—a Navy signal tower keeps watch over water traffic. The tower identifies inbound and outbound ships, relays identity to various control stations.

SWINGING IN LINE in the big bay, near Yerba Buena Island which sticks up out of the harbor, an outbound convoy gets itself ready for ocean voyage. This is the deck of a mine sweeper, built for the last war and pressed into service to guard the harbor entrance.





AN OUTBOUND CONVOY moves slowly out of the harbor under Golden Gate Bridge, passing Mile Rock Light where Artist Barse Miller sat to make this painting. A fat Navy dirigible floats watchfully in the air over the rocky hills of Marin County across the bay.

FROM THE DECK OF A GUARD BOAT, an officer looks down on an attendant Navy launch which carries depth charges on its aft deck. On shore (center) are the city's big skyscrapers marching up the side of steep Telegraph Hill. In the left distance is the Bay Bridge.





THE BEACH, seen from Sutro Heights, stretches along the Pacific on the city's western edge. The swimming is not too good here for the water is cold and the undertow is strong. But the beach is broad and the sand is warm and white, and the hard-working war workers,

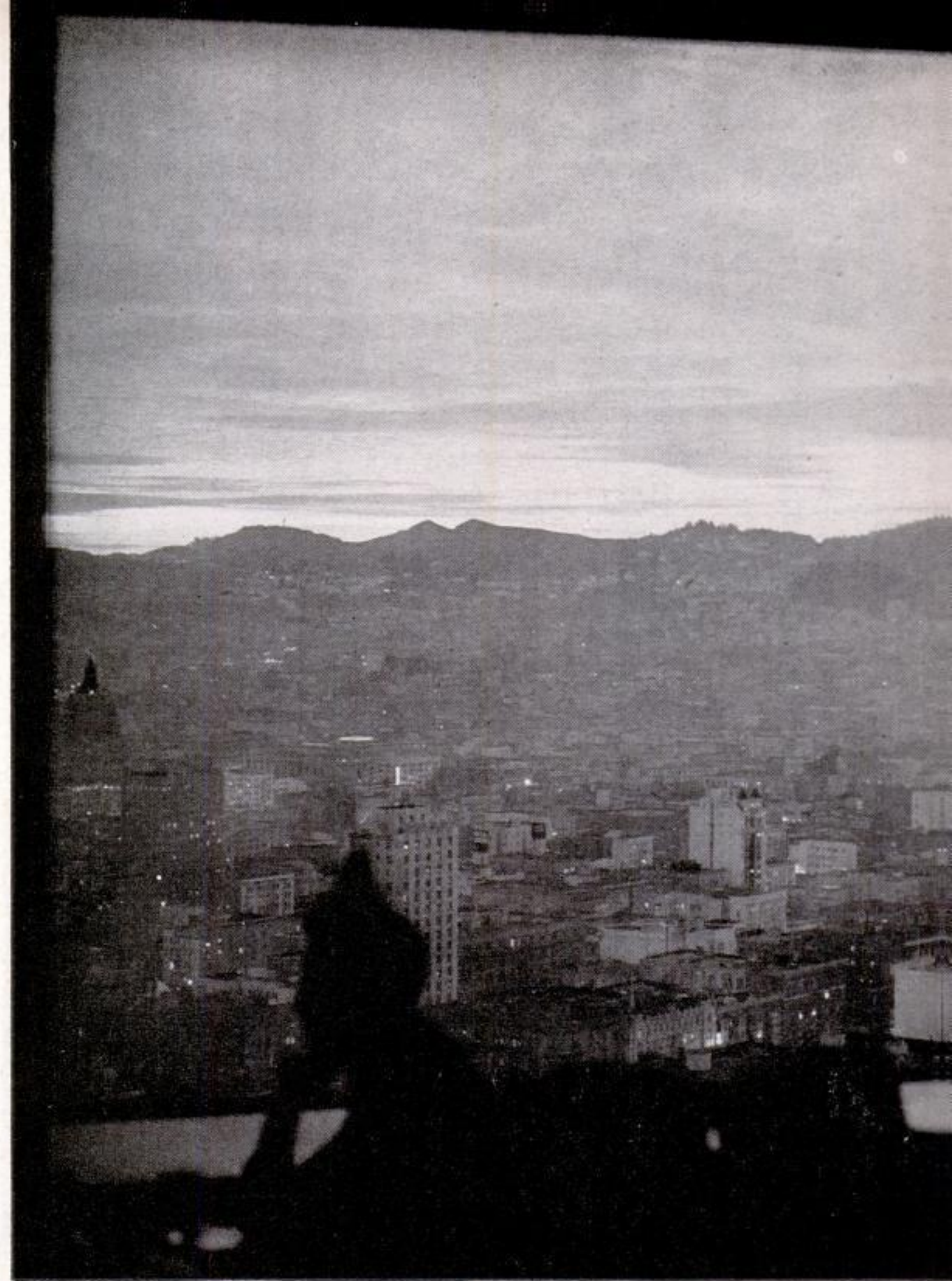
who need to relax, come out when they have the time and the gasoline. An amusement park stands along the wide esplanade to catch the soldiers' and sailors' small change. Out of the lower right-hand corner of the picture are Seal Rocks, where the famous sea lions play.

SAN FRANCISCO (continued)



SAN FRANCISCO GOTHIC swelled downtown streets around turn of the century when the natives looked on puffed-out bays and imitation Ionic as a height of architectural fashion.

TELEGRAPH HILL had its side gouged out to provide rock-fill for harbor sea wall. It presents this unlovely view, cluttered by wooden stairs up which the hill-hardened natives trudge.



THE CITY AT TWILIGHT stretches romantically westward over the low mountains. This is the view from the "Top O' the Mark," the glassed-in floor atop the famed Mark Hopkins Hotel.

THE CITY AT DAY shows sharply in clear, warm air. This picture looks south from Twin Peaks—somewhat off to the left of picture at top—down on the modest homes and apartments of





Built along the slopes of the hills are middle-class residences. The notch in the hills at left separates Twin Peaks. At right are the spires of St. Ignatius Church and beyond them is the ocean.

the city's outskirts. In background are the San Bruno Mountains which, at this time of year, are losing their green freshness as the California summer turns their dry slopes a dusty yellow.



WALL STREET OF THE WEST is the proud local name for Montgomery Street. A wild and muddy waterfront street in the '49 rush, it is the safe and modern financial district today.

MONTGOMERY STREET HILL, no steeper than others of the city's many hills, drops precipitously down toward the towering financial district (*see top picture*) and the harbor.





FUN IN A NIGHT CLUB long included watching a parrot strip a dancer named Yvette, whose draperies fell off when parrot pecked at knots. San Franciscans have always liked their entertainment earthy from time of bawdy Barbary Coast to today.



FUN ON A FERRYBOAT today includes almost anything—singing, poker, games, flirting, even impromptu acrobatics by a former vaudevillian named Fifi D'Aubry who, like everybody else on the ferry, is a shipyard worker, pleased to entertain passengers on the hour-long ride to Richmond.

THE BEST-KNOWN SALOONKEEPER IN THE CITY IS BULKY, BENIGN IZZY GOMEZ WHO KEEPS HIS UPSTAIRS TAVERN AN OPEN HOUSE FOR SAN FRANCISCO'S BOHEMIA





THE NORRIS are the most prolific and successful manifestations of a literary tradition in which San Francisco has always taken great pride. Charles Norris (*at head of table*) has

written controversial novels like *Brass and Bread*. Kathleen Norris (*next to him*) has written pleasant novels by the dozen. Their family and their family's families gather in the summer-

time at their big ranch near San Francisco to talk, reminisce, eat well and play the most expert croquet played anywhere in the U.S. In the wintertime the Norrises move to Palo Alto.



THE CHINESE govern themselves through "districts" which make up the Six Companies, a body which watches over the affairs of all the Chinese in San Francisco. It worries

over their living and working conditions and their social problems, exercises an authority which is seriously respected, raises money through subscriptions and special taxes. This is

the board of the Yeong Wo Benevolent Association, one of the "districts." Its members come from Chungshan in China, birthplace of Dr. Sun Yat-sen whose portrait is on the wall.

MANY PEOPLES MAKE IT A POLYGLOT CITY

San Francisco is an international city, full of Italians, Spanish, Chinese, Japanese, Swedes, different kinds of Russians. This polyglot place felt the effect of global war very quickly. The war took away from the big Italian colony its most cherished native, Joe DiMaggio, the peerless centerfielder. The war stripped the Japs of their curio shops and of their carefully tended truck farms just outside the city. The war brought together the two Russian colonies, the pious Russian Molokans who had fled from the Czarists, and the worldly White Orthodox Russians who had fled the Bolsheviks. Having ignored each other for two decades, the various Russians found themselves joined by love for their motherland.

But most of all, the war affected Chinatown, the crowded, rickety city which, except for Singapore, is the largest Chinese colony outside China. For years Chinatown had been sending money overseas to China, buying medicine for the struggling Chinese people, shipping goods that would be smuggled through the Jap blockade to the fighting armies of Generalissimo Chiang Kai-shek. When the U. S. joined Chinatown's war against Japan, the Chinese really got busy. They oversubscribed to war bonds, rushed to the blood banks and worked eagerly in civilian defense jobs. When Mme. Chiang recently visited Chinatown, the residents stood reverently along the packed streets, too moved even to cheer the small lady as she rode through their city.

The war also brought a boom to Chinatown. Servicemen flocked in to see the oriental sights, look at the slant-eyed girls in the night-club choruses and eat the unfamiliar food. The sights are pretty tame today. The old lantern-lit streets are gone. There are no public opium dens, no violent tong wars. Chinatown is a place now between two cultures. The kids dress like American kids but they know how to eat with chopsticks. The eating palaces have modernistic cocktail bars but they serve the fragrant native food. The men on the boards of the benevolent societies (*opposite page*) dress like natty American businessmen but the secretary recording the proceedings still sets the minutes down in the involved Chinese ideographs.



THE ITALIANS like to celebrate Columbus Day with an elaborate pageant. In past years they fixed up a facsimile of the explorer's ship, sailed it through the Bay. When it landed, a man dressed up like Columbus got out to be greeted by a group of men dressed like Indians, acted by members of the Order of Red Men.



THE RUSSIANS were in northern California almost as soon as the Spaniards. They built a post at Fort Ross, north of San Francisco, as headquarters for seal and sea-otter hun-

ters. Early in this century, Russian Molokans flocked to San Francisco, having left Russia to escape religious persecution. They settled on Russian Hill, remained a pious and gentle

people, centering their life around their church (*above*). They still keep their old-world customs, wear old-world clothes on Sundays and send their children to a Russian Baptist school.



ON THE PRESIDIO, city's big military post, officers lounge around the fireplace in their adobe-walled club, the only surviving building of those erected by the Spaniards in 1776. The Presidio is now headquarters for the Fourth Army, in command of the whole Western area.



AT THE PEPSI-COLA CENTER, sailors throng into newly-decorated building to get cheap sandwiches and free Pepsi-Cola. Here they read, write letters, hang around. Sailor congestion was getting so bad in the city that the Navy had to cut leaves to one-third of usual.



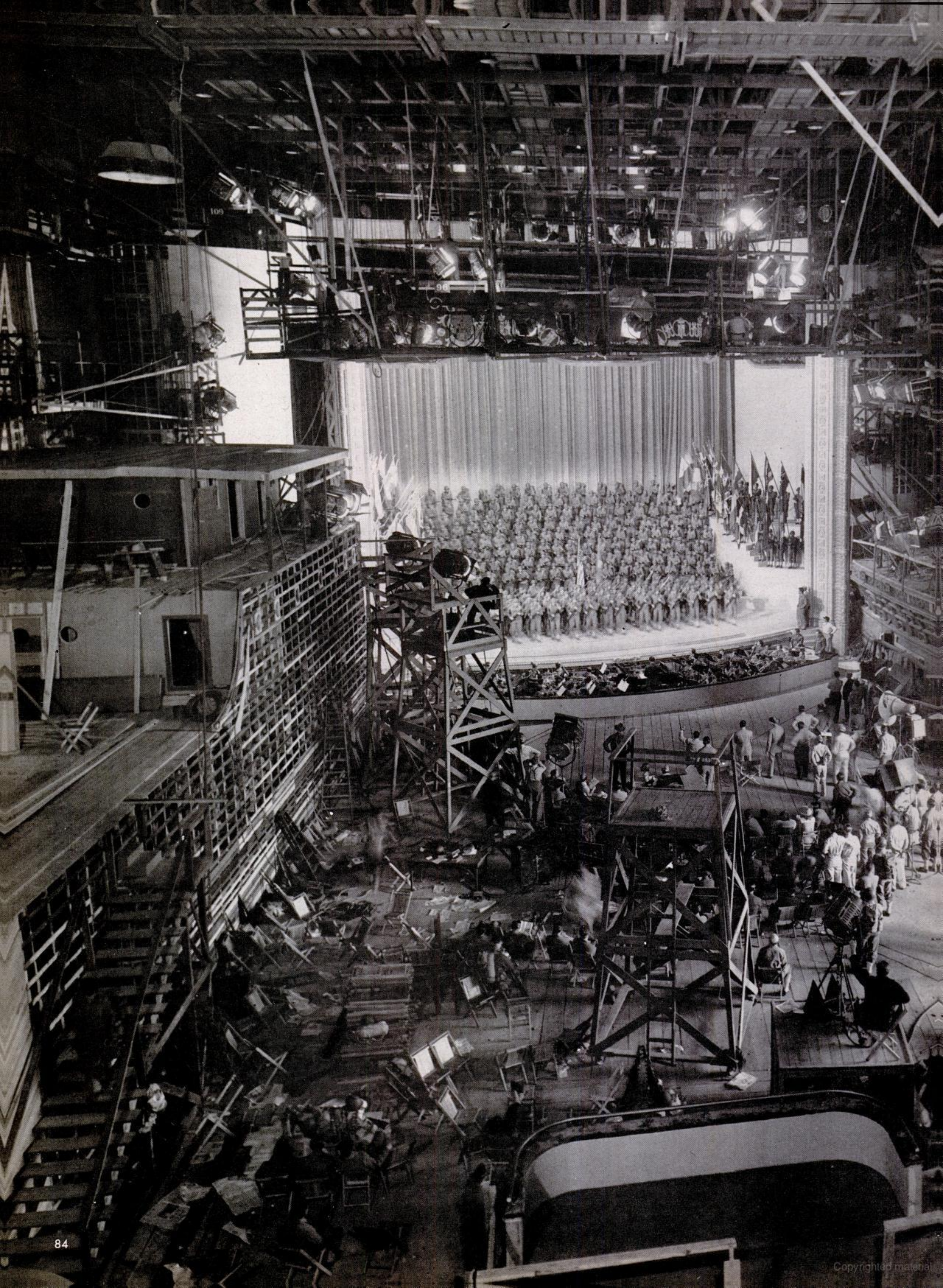
A SOLDIER turns up at the Pepsi-Cola Center to have brand new private-first-class stripe sewn on his coat sleeve by a motherly hostess. Many of the soldiers seen in the city wear the gaily colored service ribbons which show that they have already been out in the battle zones.



A SAILOR turns up at Forbidden City night club and makes friends with a clump of perky Chinese chorus girls who are allowed to mingle politely with patrons. They can't make dates with the boys. The boys have no trouble, however, picking up "sea gulls" who walk streets.



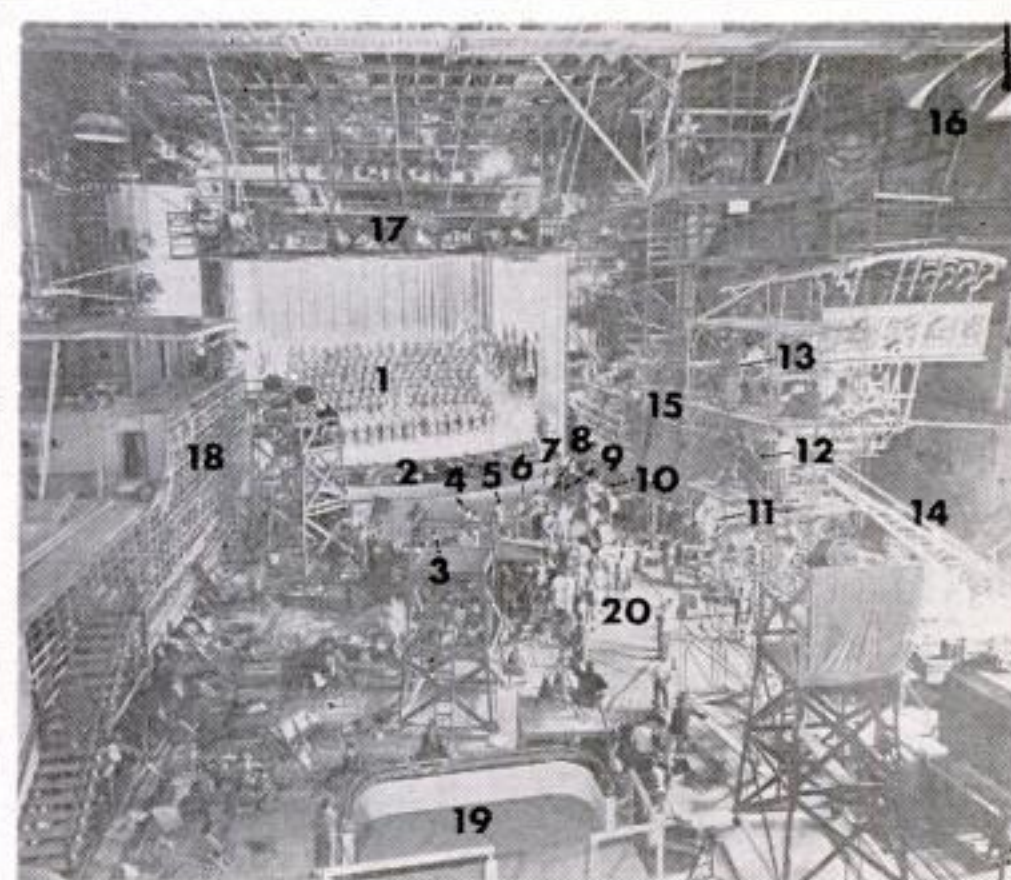
ARM AROUND HIS GIRL,
A SAILOR WALKS OFF TO
WAR ON A FOGGY MORNING



FILMING FINALE OF "THIS IS THE ARMY"

This picture, taken during the filming of *This Is The Army* by Warner Bros. photographer Buddy Longworth, shows how a movie is made. Here are directors, cameramen, carpenters in overalls, wooden platforms, iron piping, cables and enough mechanical gimmicks to fill a small factory. The particular scene being shot, titled *This Time Is The Last Time*, is the finale of Irving Berlin's World War II Army show. The setting represents the stage of the Broadway Theater in New York where, on July 4, 1942, *This Is The Army* was first presented. Scene was rehearsed for 26 days, took four days to shoot and will be seen on the screen for six minutes. In it are the 350 regular soldier members of the cast as well as 150 men borrowed from the 174th Infantry. Including cast, musicians, director and his assistants, grip men, script girls, "juicers" *et al.*, 843 people were used in the entire number. To light the set 139 carbon spotlights were used. Biggest problem for the shooting was finding enough electricians from Warners' war-depleted roster of technicians. In photographing this scene, two cameras, one above the other, were placed on a high platform (right). The reason for this was to make certain the scene was filmed in case one camera had mechanical difficulties.

The sound stage shown here is Warners' largest, No. 21, known as "the indoor ocean." Here are made all of the company's salt-water epics. At left is a modern hull which is being constructed over an old steamer captained by Edward G. Robinson in *The Sea Wolf*. At right is the 16th Century Spanish galleon used by Errol Flynn in *The Sea Hawk*. On the floor of the sound stage are Irving Berlin, Director Michael Curtiz, and the many technical assistants. To identify these and the production equipment used in the filming, see below.



- 1 Set and cast for finale of *This Is The Army*
- 2 All-soldier orchestra
- 3 Meta Carpenter, script girl
- 4 LeRoy Prinz, dance director
- 5 Roy Heindorf, musical arranger
- 6 Jack Sullivan, first assistant director
- 7 Sgt. Alan Anderson, stage manager of Army show
- 8 Michael Curtiz, director
- 9 Irving Berlin
- 10 Loudspeaker used for directing the cast
- 11 Dolph Thomas, head sound man
- 12 George Nogle, assistant cameraman
- 13 Sol Polito, chief cinematographer
- 14 Camera boom used for close-up shots
- 15 Spanish galleon used by Errol Flynn in *The Sea Hawk*
- 16 Loudspeakers used to play back recorded sound
- 17 Main light bridge
- 18 Ship used by Edward G. Robinson in *The Sea Wolf*
- 19 Rear platform of the sound truck
- 20 Visitors, extras and technicians



"YOUNG BRITAIN"

RADICAL BUT NOT COMMUNIST, IT WANTS POSTWAR SECURITY WITHOUT POLITICAL BUREAUCRACY

by **BARBARA WARD**

A very large part of the young people in Britain are in the armed forces. They are discouraged from writing to the newspapers or speech-making. They cannot vote in by-elections. They cannot take part in organized political work, except to stand as candidates for election. They are cut off from ordinary contacts and ordinary responsibilities by a life of strong discipline, much hard and usually unfamiliar work, interspersed with periods of very great boredom. The regular surveys of public opinion—official and private—are concentrated on the civilians. All these factors would make it difficult to be definite about youthful British opinion in the forces—which is the majority of youthful British opinion—were it not for certain changes in army education introduced in this war, changes which are designed to encourage free discussion and the formation of opinion among the soldiers.

The establishment of the Army Bureau of Current Affairs, known everywhere as ABCA, was a revolutionary step in army education. During work hours—not, therefore, as an extra activity—the soldiers are brought together in groups of 30 to 40 to discuss current problems under the chairmanship of a platoon commander, officer or N.C.O. In the two years of its existence, ABCA has managed to establish two facts of procedure—that the group leader guides but does not instruct, and that the men are perfectly free to discuss anything they wish in the course of the meeting. The bulle-

Miss Ward, who at 29 is a normal, attractive English girl, is the foreign editor of the pontifical London magazine, *The Economist*, and a lecturer and radio broadcaster. A graduate of Oxford University, she is the author of four books on international affairs. Her article on what the youth of the British Isles is now thinking about its own postwar life (forgetting the Empire) is reprinted here in condensed form from the current issue of *Foreign Affairs*.

tins, notes, wall-maps and literature supplied by ABCA are all intended to assist, not supplant, discussion and the formation of independent opinion.

The experience of ABCA makes it possible to speak with some certainty of young opinion in the army. Unfortunately the experiment has not so far been extended to the R. A. F. Nor has it reached the Navy. Here, the chief guide to opinion is the uncoordinated experience of various Service lecturers. This obviously is more unsatisfactory, since it is the lecturers not the men who do most of the talking. Nevertheless the experience of these lecturers does not differ very much from that of ABCA, save for their report that the highest percentage of boredom and frustration—called "browned-off-ness"—in all three Services is found among the R. A. F. ground staffs where the inevitable gulf fixed between the flying and non-flying personnel is a permanent source of dissatisfaction; and that the standard of intelligence in the Navy is remarkably high, particularly among the technicians.

The young people working outside the forces are covered by a number of opinion-sampling operations. The British Institute of Public Opinion uses the same methods as those of the Gallup Survey. Mass Observation undertakes specialized research. In some ways, these surveys are not such good guides as the experience of ABCA, for a direct answer to a

question gives much less idea of a man's state of mind than the way in which he joins in a discussion. The British Institute of Public Opinion gives its summaries according to age-groups; and on a number of important questions—for example, the establishment of a United Nations council or the efficiency of Britain's war administration—a surprisingly large number of the 21 to 29 age group, about 30 per cent, had no opinion at all. Possibly they had opinions but could not fit them into the frame of the question asked. This is one of the disadvantages of the sampling method.

Apart from the direct evidence of those whose job it is to collect information about public opinion, any intelligent observer can pick up a great deal of suggestive material simply by listening and looking and reading and talking. Changes of policy in newspapers obviously dictated by popular opinion are a good guide. So are changes of outlook in public men—both politicians and soldiers—which are traceable to changed opinion among the people with whom they are in contact. The kind of books that get written and published; the

Source material for this article was largely gathered from the weekly discussions by British soldiers in the field, sponsored by

the Army Bureau of Current Affairs (ABCA). Here platoon commander opens the week's assigned subject for vigorous debate.

Army Bureau of Current Affairs is headed by Civilian William Williams (center). He tries to get British soldiers to think and





questions put to the "Brains Trust" (the popular British version of *Information Please*), the answers given, and the relative success of different "Brains Trust" performers; the most popular talks over the radio; the most popular films of the documentary type—all these indicate the movements and shifts in public opinion.

Obviously there are gaps and inadequacies in all the ways of collecting evidence on the state of young opinion in Britain. The remarkable fact is the unanimity revealed in all the reports, coming from whatever source. Young opinion in Britain is radical. Young people in Britain want change. They see that the times are revolutionary. They think Britain has fallen behind. They want reform and progress. They want things to be different. They are frightened at the idea of another twenty years of appeasement, and when they think it may be inevitable they grow cynical and violent. They are in the same measure eager and responsive if something—the Beveridge Report, the victories in Libya—suggests that there are, after all, new and exciting horizons ahead. There is no mistaking the mood: radicalism is the only word for it.

I use the term "radical" deliberately. "Left" and "Leftism" in Britain suggest an ideological approach connected with the popular Marxism of the London School of Economics and the great publishing house of Gollancz. It is true that the dominant trends of young radical opinion are to the Left, but it is all very unideological. Most ABCA officials are emphatic that the men are not Communist. Only a very small minority have active faith in any political party and probably a considerable percentage of these (Mass Observation puts it as high as 50 per cent) are Communists. But in spite of the great advantages for propaganda which Communists enjoy due to Russia's resistance and the universal desire for a Second Front, the number of Communists has increased very little and their influence is still overshadowed by the memory of their antics in 1940 when, during Dunkirk and the Battle of Britain, they were for "a People's Peace" with Hitler.

talk about what they are fighting for. Crack units are always the most argumentative. The U. S. Army has nothing similar.



The new radicalism is not radicalism drawn from textbooks. It is radicalism drawn from the experience of the war. Broadly speaking, it is concentrated on two points: the problem of living standards and the problem of democratic control. Looking back on the years before the war, even quite young people remember unemployment, blind-alley jobs, distressed areas, undernourishment, and simultaneously farms being left derelict, hogs "plowed under" and coffee and wheat burnt. They remember, too, the feeling of deepening frustration from 1935 onwards when the appeasement group ran the government under Neville Chamberlain, whom the public had not chosen as leader—he at no time "stood for" Prime Minister at a general election—and whom they grew heartily to dislike. This sense of living in a system they could not control was only increased by a series of arbitrary industrial decisions taken by anonymous interests who, as far as people could make out, owed no account of their stewardship to anybody.

Wartime efficiency in peace

Given these two strong points of interest, it is easy to see why the war has had such a radical effect on young people's minds. The standard of living of thousands of families is better, in spite of restrictions and blackout and harder work. The boys going home on leave find better food and brighter faces in their fully employed family circle. The young workers in the war industries have better wages and steadier work than many of them could have hoped for without a war. Steadiness and universality of employment, everybody with jobs, shipyards busy after years of decay, every productive unit producing more than ever before, new factories going up—all this can be done in war. Why can't it be done in peace? The ordinary citizen knows that a good steady job is the best guarantee of his living standard. If the Government can see he has one in wartime by spending so much money on guns, what is wrong with spending some of it in peacetime too? The

better wartime standard is due, too, to rationing, cheap food, controlled prices, utility goods. It seems just common sense to carry on with the milk schemes and the guaranteed prices after the war. The Ministry of Food is unquestionably the most popular Ministry. People have seen that better sharing *can* be brought about by the State. Why not in the future too?

On the side of control, the ordinary citizen has seen the State in a couple of years gear up Britain's economy to an all-out war effort. An easily comprehensible aim—the biggest output possible to win the war—has taken the place of the obscurities of financial control three and four times removed. Efficiency, a word with almost magical associations to young people just now, is the test of the work both of workers and managers. A management which the Government finds inefficient can be turned out, as happened when the Minister of Aircraft Production ousted that of Short Brothers. This is control in an obvious and comprehensible form. There are other forms. For example, wherever Joint Production Committees have been set up and are working successfully the workers feel they are helping to control the process of which they are a part. The J.P.C.'s are new just because they deal with production. The men are being called in to discuss not the conditions under which they will work—wages, welfare—but the work itself.

These are only a few instances of the revolution which must go on in the mind of a boy back on leave at Gateshead who sees the shipyards busy with riveters and welders where grass grew a few years back, and of the man in the mine who finds he can get more cheese than the man in the boardroom, because need, not purchasing power, decides his ration. When the future of Britain and of the world can be saved by a group of lads in Spitfires, and when people's homes are blown up in the night and little Johnnie next door turns out to be a hero and gets the George Cross for unexampled bravery, it is not ideology at work. It is experience. And it all points in one direction. The conditions of the 1920's and the 1930's were not

CONTINUED ON NEXT PAGE

Women of antiaircraft battery talk over world strategy, with a map of the world. Troops get maps, wall posters, newspapers and

magazines, reference books, photographic exhibitions. Favorite topics: Russia, U. S. A., Democracy, postwar reconstruction.



In The Service



Watchful eyes search the sea for the first telltale trace of a "tin fish." The officers and men of the United States Navy are writing another gallant chapter in their country's history—and in the words of John Paul Jones, they "have not yet begun to fight."

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The depressed areas of prewar England were its greatest shame. This is the sort of thing Miss Ward says young Britons are determined to liquidate after the war is won.

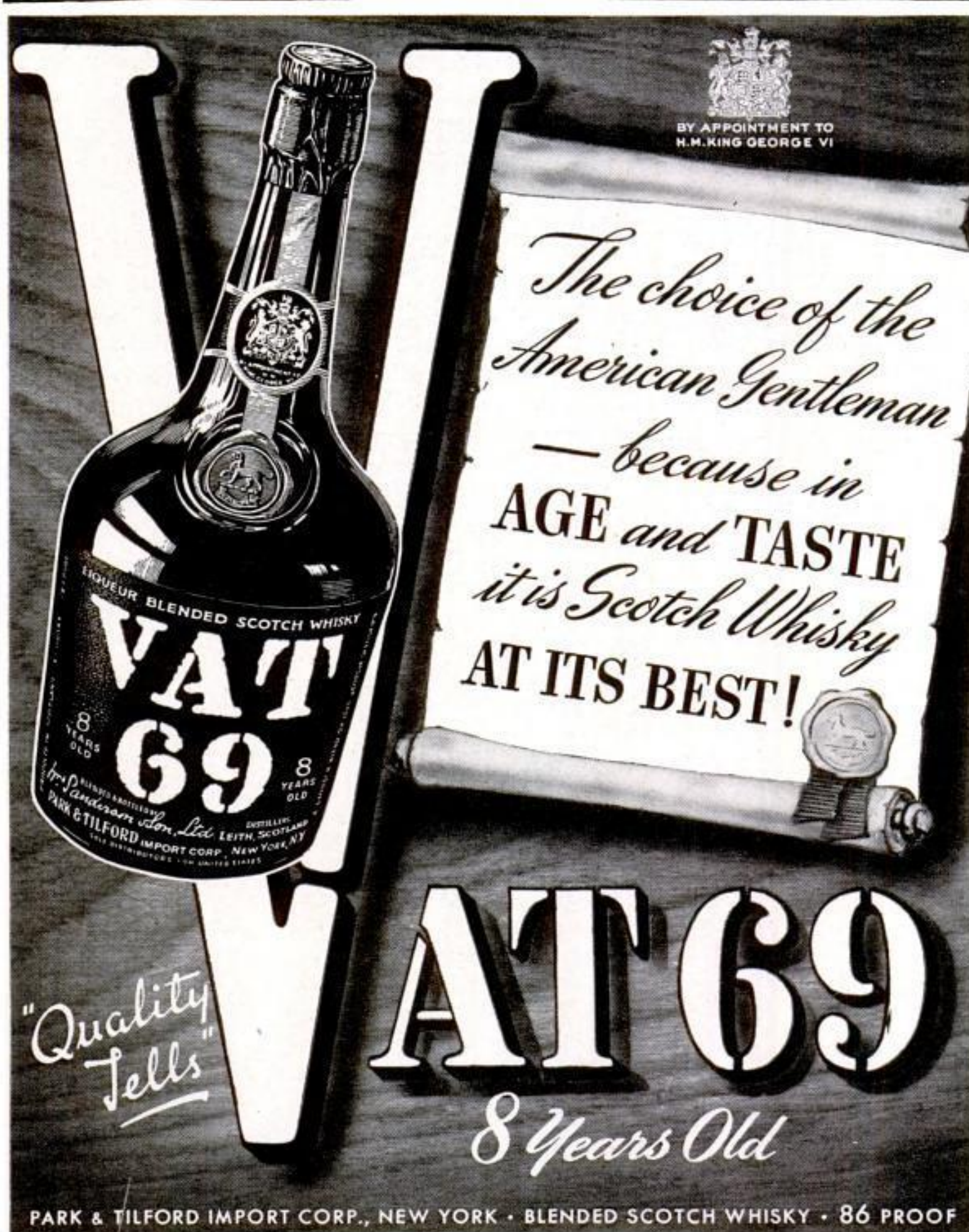
"YOUNG BRITAIN" (continued)

inevitable. They were a bad mistake. We can do better, and any interests, vested or otherwise, that try to stand in the way have got to go.

There are a great many things the soldier wants to get back to as well as away from. He does not mind the idea of a planned economy, but this emphatically does not include the idea that they will plan *him*. The idea that the cure of unemployment will entail some sort of "direction" to new kinds of work is worrying a lot of workers. Again, in the sphere of education, he wants his children to have a fair start but is very strongly against having them sent off to State boarding schools. A majority of women war workers want to get back to their own homes. Opinions about communal feeding are very mixed. A lot are against it because "it might break up the family." There is, indeed, a lively and, among the soldiers, nostalgic desire for family life. In a recent survey of housing needs, a vast majority were emphatically against flats and wanted detached houses and cottages with a bit of garden. Extreme Conservatives (who have recently set up two new propaganda organizations, "The Society of Individualists" and "The National League of Freedom") are using the average citizen's distrust of bureaucracy and control in order to make the postwar world safe for their own kind of control. The point is that there exists a feeling against interference which they can hope to exploit. We must take it into account in assessing Britain's radicalism.

Priorities for the peace

One of the remarkable facts about the mood of the younger generation inside and outside the armed forces is the similarity of the reforms they want and the degree to which their program seems to be that of the country as a whole. It is a very long time since Britain was so much of one mind. Discussions, reports, letters, articles all tell the same story. Ask any moderately progressive Briton, young or old, to list the reforms he would like to see incorporated in a Four Year Peace Plan (or Five or Ten) and the lists would in the main be interchangeable. Even Mr. Churchill has been drawn into the nation's most popular pursuit—peace planning—in spite of his vigorous preference for concentrating entirely on the war. The young people's list is longer than Mr. Churchill's, but it covers all his ground. A large part of it is concerned, as I said before, with living standards. As a term in general use, Social Security was almost un-



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CONTINUED ON PAGE 30



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Old Gold

Old Gold

CIGARETTES



This time I'm really thanking you, Aunt Jane

YOU'VE PROBABLY forgotten my twelfth birthday, Aunt Jane. But I never shall. What an ungrateful little brat I was!

It was just that the other presents seemed so exciting—the wiggly black cocker from Dad, the grey squirrel cape from Mother, the adorable muff to match from Sue!

So when I opened your present, two dozen sterling teaspoons, I just said, "Thank you, Aunt Jane," and tried not to look bored.

But I think you knew I'd grow up some day to value the tradition you started for me—the kind of life fine sterling represents. Adding to those first pieces became more important to me each year, Aunt Jane. Yet I never appreciated until now just how much my silver could mean.

When Tom and I were married three months ago, we knew he might be sent overseas at any moment. A permanent home

—the kind we'd dreamed of—was out of the question. But we were determined to have all the *feeling* of permanence we could.

So we took a little apartment—small enough so the spaces wouldn't swallow up our furniture. We've spent a lot of time fixing it up, and it really looks as if we planned to be there for a long time.

But what helps most to give us a sense of being settled is putting our pieces of International Sterling on the table every night. They're our household gods that I'll keep with me when Tom goes away. They'll stand for all the long, unhurried years we'll have together when the war is over.

This time I'm really thanking you, Aunt Jane—not just for the sterling you gave me ten years ago—but for the happiness it is giving us both now.

Because International is working full speed on war production and making less sterling, your jeweler may not have all the pieces you want.

But no American complains about shortages. He knows that until victory is won, bullets are more important than butter knives.

So buy more War Bonds with your money... earmark some of them for International Sterling after the war. International gives you the lifetime satisfaction of knowing...

—that your sterling was made by the world's foremost silver house...

—that your pattern was designed by International craftsmen whose predecessors were creating spoons of coin silver 100 years ago...

—that pieces created by these craftsmen are exhibited in leading art museums.

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International Sterling

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If you would be active, productive and of good morale, a new shift of wonder workers must report each day for duty in your diet. These wonder workers are the mighty B vitamins and there are more than a dozen *besides* the well-known B₁. Whether obtained from your food or from other sources, they spend the day improving your efficiency and keeping your wits sharp. Then they vanish mysteriously... and *must* be replaced.

Nature is none too generous with these essential vitamins in the food that comes to your table. Besides, the best of cooks can easily destroy them. That is the reason why more and more people

are supplementing their daily diet with the B Complex vitamins in concentrated form.

* * *

The Home of Budweiser is one of the world's biggest sources of natural B Complex Vitamins. They are produced from brewer's yeast. We supply pharmaceutical manufacturers with a huge volume of this vitamin yeast each year. They in turn supply our armed forces and civilian population with millions of vitamin units. This contribution to your welfare resulted from years of research, laboratory and clinical work in quest of better methods and facilities for brewing the world's finest and most popular beer.



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In addition to supplying the armed forces with glider parts, gun turret parts and foodstuffs, Anheuser-Busch produces materials which go into the manufacture of: Vitamin D • Rubber • Aluminum Munitions • Medicines • Hospital Diets • Baby Foods • Bread and other Bakery products • Vitamin-fortified cattle feeds • Batteries • Paper • Soap and Textiles—to name a few.

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A N H E U S E R • B U S C H • • • S A I N T L O U I S

“YOUNG BRITAIN” (continued)

ity. Since the Beveridge debate, all independent (mainly of the new Commonwealth Party) candidates in by-elections have campaigned for the full plan now.

Nothing casts so dark a shadow over the minds of ordinary people as the possibility that once again after this war demobilization will bring with it mass unemployment. The belief is universal that the Government can provide work in peace as in war and that one of its most urgent duties is to do so. Where the argument begins is on the ways and means of a full employment policy and what it will imply in terms of Trade Union privileges, mobility, free choice of job and so on. My impression is that young people so far have not sorted out the cost in terms of restricted choice and a certain amount of “direction” that a full employment policy may entail. So much will depend on the temper of postwar Britain. In a confident and expanding economy people are naturally more adventurous, readier for change. One of the grim reasons which in the prewar world kept workers chained to their own area, however depressed, was the conviction that things would be no better anywhere else.

Perhaps the best way to describe the reaction of young people to the problem of living standards in the postwar world is to give the analogy which Sir William Beveridge himself is trying to popularize. The destruction of the dictators is the aim of the British war effort. The peace effort, too, must be directed against the great common enemies of the British people—the Giants of Want, Disease, Idleness, Ignorance and Squalor. Against Want, the weapons are an expanding economy with good wages and sound insurance; against Disease, a National Health Service and a National Food policy; against Idleness, full employment; against Ignorance, an extended educational system open to all on a strict basis of capacity (no more “old school tie”); against Squalor, a National Housing policy, town and country planning, and national control or even ownership of the land. From one end of Britain to the other, the young people would unanimously accept this as a decent program of living standards.

The focussing of radical opinion on control of the community’s economic life does not seem to me to spring from any sense of reverence for or confidence in the State. In practice, British people dislike bureaucracy and resent interference. But the desire for public control is very great because a majority of young people feel that only in this way will the nation’s economy do what it is supposed to do—produce rising physical living standards. Only in this way, too, will people cease to feel that their lives are being run by irresponsible impersonal forces and interests which hold the substance of power, however much they may permit a façade of democracy.

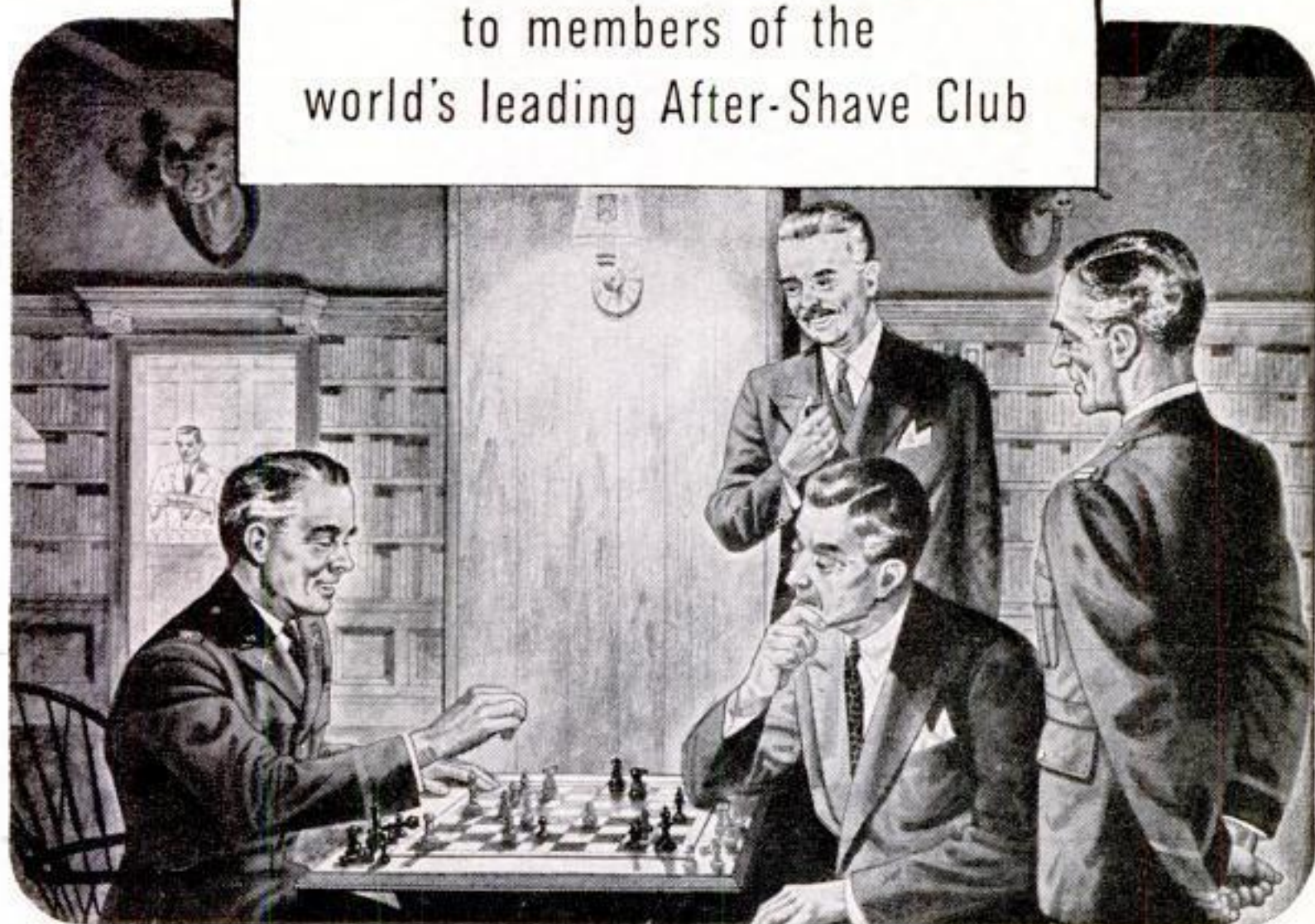
Controls without bureaucrats

It is only necessary to sketch in the kind of controls which a very large number of young people seem to be considering. The over-all control is, of course, the control of investment exercised by the State to secure full employment. Specific industries which ought to come under public control are “natural monopolies” and public utilities: fuel, light and heat, water supplies, transport (civil aviation under international control); monopolies built by business itself; industries of vital concern to public welfare—building (houses and ships), food, armaments, iron and steel. While the area to be controlled is thus very large, the general feeling is against the vesting of the control in government departments and the running of industry through civil servants. The most popular type of institution is the public corporation, the London Passenger Transport Board or Port of London Authority type.

Naturally, young people are rather vague about the way in which control schemes would work. One of the attractions of the old slogan “public ownership of the means of production and distribution” was its simplicity. The State took everything over, and there you were. The enormous prestige of Russia has not been quite sufficient to counteract the fears created by the Nazi experiment and the experienced irksomeness of wartime controls in Britain. People want a freer and more flexible system than full State control can offer and, as far as one can tell from the various public opinion reports, they favor a mixed economy with some place for private enterprise but a predominance of control through public corporations. There is also quite a lot of feeling in favor of organizing industries as units under a Board representing employers, workers and the State. This syndicalist approach is popular among the keener young trade unionists. Young managers and civil servants view it with alarm as a sort of sanctification of the right to monopoly. Obviously young opinion is still feeling its way. All that is certain is the direction in which it wants to go—towards a large measure of public control.

CONTINUED ON NEXT PAGE

A SPECIAL REQUEST
to members of the
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AQUA VELVA is the world’s most popular after-shave lotion. And the demand for it has been growing steadily—for use by men in service as well as civilians. Now the war has limited the supply of certain essential ingredients. Result: there is less Aqua Velva to go around.

So please use Aqua Velva carefully. Just a few drops will make a cool, refreshing finish to your shave. And that way you should be able to enjoy it without interruption.



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John Erskine
George Fielding Eliot
Norman Rockwell
Paul Lukas
Robert Spalding

Is It To Relieve Your Nervous Tension—
To Help Keep Alert — To Relieve Dry Mouth? Or—
For Which of These Benefits Do You Chew Gum While Working—?

Here are the answers given by one large group of people:

To help relieve nervous tension, 32%	<input type="checkbox"/>
To help keep alert, awake on the job, 13½%	<input type="checkbox"/>
To relieve discomfort of dry mouth and throat, 13%	<input type="checkbox"/>
No reason given, 7½%	<input type="checkbox"/>
For refreshment, 7%	<input type="checkbox"/>
For enjoyment only, 7%	<input type="checkbox"/>
Do not chew, 6½%	<input type="checkbox"/>
To help relieve craving for smoking (where it must be prohibited), 5%	<input type="checkbox"/>
To help aid digestion, 4½%	<input type="checkbox"/>
Miscellaneous, 4%	<input type="checkbox"/>


Where would you put your check mark?

People have found Wrigley’s Spearmint Gum really useful in these tense times—That is why your dealer is often completely out before he gets a new supply—Please remember it is not his fault we cannot fill his orders more promptly—and remember, too—chew Wrigley’s Spearmint when it will help you the most—Enjoy each stick longer—The Flavor Lasts.

X-51


WRIGLEY’S
SPEARMINT
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Art-Carved Rings by Wood Art-Carved Rings by Wood



**A CENTURY OF FINE RING-MAKING
INSURES YOUR SELECTION...**

When you choose a lovely Art-Carved ring . . . you can be assured of the inherent value of its diamonds and the lasting beauty of its design . . . for these exquisite rings are created by a long-established firm. Finer jewelers carry a large selection . . . Send for "The Bride's Silent Secretary" and "Diamond Ring Guide".

Art-carved  by Wood

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Manufacturers and Diamond Importers

Buy War Bonds . . . Keep Them!

HOUSEWIVES TELL SECRETS OF WAR-TIME LIVING

Listen in on these first-hand experiences

Are your neighbors managing better under point rationing than you? Here's a chance to find out—and, at the same time, to make their experiences work for you. Mott's Jellies, the famous dual-flavor jellies made from pure fruit, are helping the government and helping you by sponsoring a new radio program based on the real experiences of real housewives under point rationing and other war-time conditions. Tune in and let their tips save ration stamps for you, just as Mott's Jellies help you save points with butterless meals.

SHE KNOWS HOW OTHERS MANAGE

Listen to Imogene Wolcott tell the secret tricks of other housewives every Monday, Wednesday and Friday at 11:50 A.M. Eastern War Time. Tune in your favorite Mutual radio station east of Rockies.



MOTT'S DUAL FLAVOR JELLIES

Point-free but nourishment rich in seven zestful flavor combinations



SUNSWEET PRUNE JUICE

The Growers' Own Brand

Adds 3-way help to the daily diet

Distributed by the makers
of Mott's Products



In a new
war-time bottle



Advanced thought is reflected in the questions asked the pundits of England's "Brains Trust" radio program. Above, from left, are Answerers Joad, Julian Huxley, Beveridge.

"YOUNG BRITAIN" (continued)

When they talk of control, quite a number of young people are thinking not only of State control but of popular control. How do we protect ourselves against the bureaucrats who are supposed to be serving us but may very well make the apparatus of the State their private property? This is a problem which worries the young intellectuals more than the average run of young men and women. It has been crystallized into a phrase coined, I believe, by Stephen Spender, one of Britain's leading young writers, after a lot of experience with youth in the National Fire Service. The phrase is "We and They"—we, the people and they, the government, the boss class, the ruling clique. It epitomizes the drift in democracy towards passive citizenship and the dependence of great masses of people on small active groups in the parties, in business, in local government, in the coöperatives and in the trade unions who do the governing while the rest are content to play follow-my-leader.

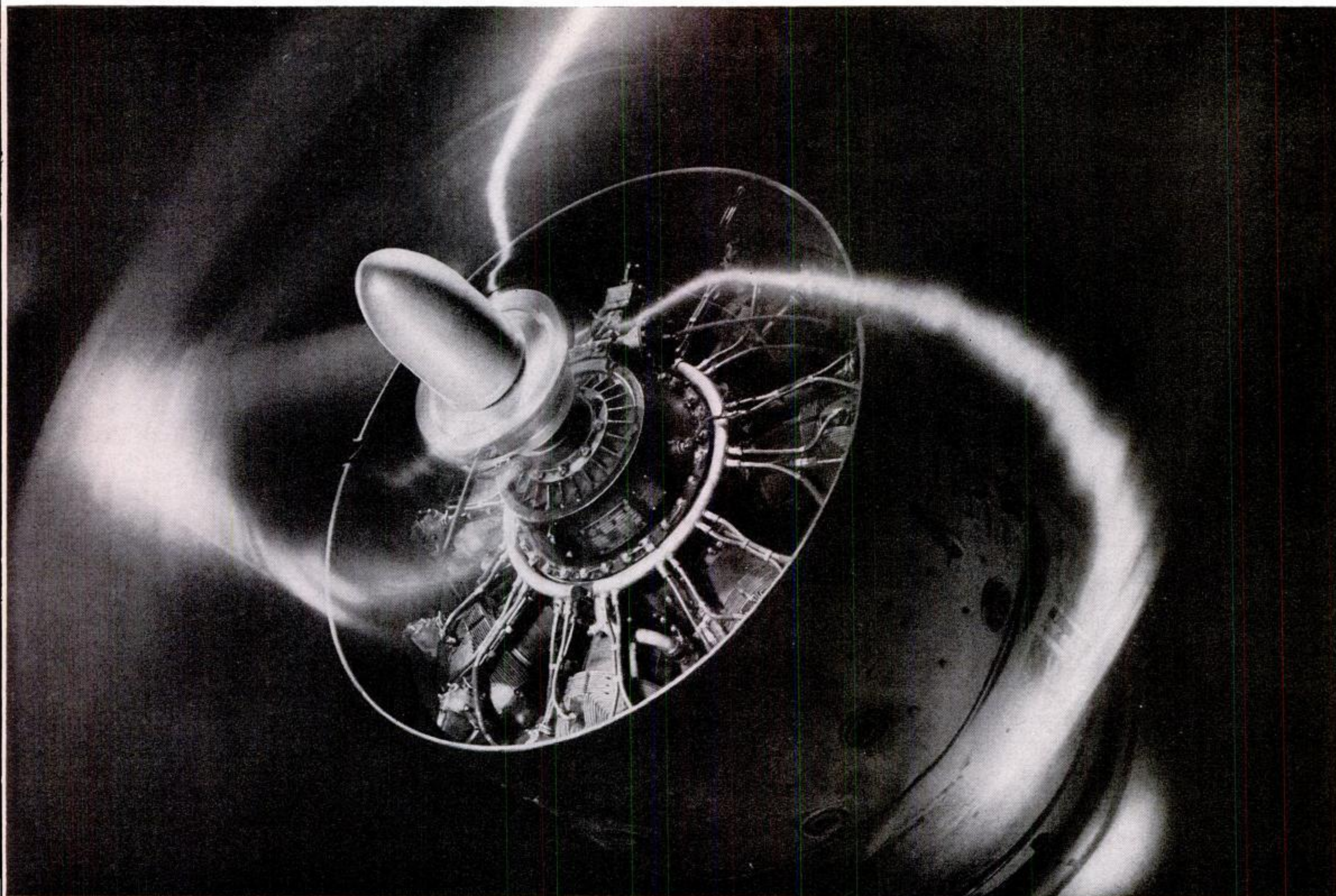
If this account of young opinion in Britain seems somewhat confused that is in part at any rate because it reflects the uncertainties that exist in young people's minds. The remarkable thing is not that the outlines are foggy but that on the whole the substance is as clear and unanimous as it is. I think it is safe to say that 80% of the young people between 20 and 30 want roughly the same program and that the main points in it have been mentioned above. This unanimity ought to breed confidence and hope. So far, it has not done so. The existence of a uniform body of ideas is at once the most encouraging yet in many ways the least important aspect of young opinion in Britain today. "Between the idea and the reality falls the shadow." Young people do not know how they are going to see their idealism translated into practical action.

The leaders are "They"

The first obstacle is enormous ignorance of how the present system works. ABCA officials have been astonished over and over again to find men and women ignorant even of their most ordinary rights as citizens. There is no clear picture of the structure of government or of how the ordinary man can insert himself into it. There is equal ignorance about Factory Acts, town planning legislation, the health services, the civil service, what the Beveridge plan really means. It is hard for people with education and experience to realize what a brake on action the feeling is that you don't know the ropes, that you are likely to make a fool of yourself and that the whole business is so complicated that you had best keep out.

This bewilderment, of course, feeds the "We—They" feeling. "They" are the know-alls, the people who manipulate the system, the men with educated accents, the trade union official who understands the regulations, the manager who quotes scientific formulae, the Labor Exchange Official who knows Subsection 2 Paragraph B, by heart. Men and women can go through life constantly if subconsciously frustrated by the sense of being run by other people in a world that is somehow unaccountable. This sense develops easily into active hostility to "sinister vested interests." It is particularly strong in the Army, where the completely undifferentiated military life makes the men hyperconscious of discipline and the running of

CONTINUED ON PAGE 96



"I am the wrath of many men...I am the hope of all"

"My name is Wright Cyclone. My job, now, is war.

"In every single pound of me is more power than in all the straining sinews of a work horse.

"Hours ago my steels and my aluminum were ore in the earth, my magnesium was mingled with the salt in the sea. Hours from now you will see me, speeding more and ever more bombers to enemy targets all over the world. In 42 different types of my country's planes you find me today.

"I am the result of 84 thousand separate and intricate manufacturing operations. I am judged and tested by 55 thousand individual inspections. And the materials that go into my creation are the

product of the skills and the toil of many thousands of men and women in every part of America.

"More than a score of engineering sciences have contributed to my creation. In my cylinders 15-ton explosions create power at the rate of 16,800 blasts every minute—280 every second during the two million miles of flight that is my life expectancy.

"In the years of peace, my reliability and power were developed and proved through more than one billion plane miles of commercial airline service.

"My name is Cyclone. I am the wrath of many men, and my job just now is war.

"But I carry hope, besides."

* * * *

Yes, hope! For this is power to help the world. Today, bringing Victory closer, American men and materials are flying in a matter of hours to the farthest corners of the earth . . . millions of tons of military cargoes are being moved through the sky . . . nearly 100,000 miles of new air routes have been opened in the past two years alone.

Wright Cyclone engines helped to make that possible . . . just as they will help to make the last day of this war the first in a great new age of air trade and transportation to come . . . LOOK TO THE SKY, AMERICA!



GRUMMAN TBF AVENGER—largest carrier-based plane. Packing full-size naval torpedoes, it proved to be a surprise weapon in the Battle of Midway.



BOEING B-17 FLYING FORTRESS—one of the greatest planes in the war. Is striking heavy blows at Berlin and the Ruhr and is active in all war theaters.



LOCKHEED A-29 HUDSON—known as "Old Boomerang" for its ability to attack and return despite enemy fire—a medium bomber for land and sea patrol.



DOUGLAS A-20 HAVOC—tough, fast and hard-hitting, this plane has over thirty tactical uses in bombing, strafing, intruding and fighting.



NORTH AMERICAN B-25 MITCHELL—bombed Tokyo, skip-bombed Japs in the Bismarck Sea, spear-headed African campaign, and fights on every battlefront.



CURTISS-WRIGHT SB2C-2 HELLDIVER—the latest in a famous line of dive-bombers, and one of the most powerful, carrying bombs heavy enough to sink battleships.



BOEING 314 CLIPPER—largest flying boat of Pan-American Airways. Commercial planes and flying boats move great quantities of military tonnage.



MARTIN PB4M-1 MARINER—roams over the oceans of the world, serves as eyes of the fleet, fights submarines, carries cargoes to strategic bases far overseas.

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*** YOUR LAUNDRY ***



IS GIVING You THE BEST POSSIBLE SERVICE
under war time conditions

When your bundle cannot be re-
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... Here's Why ...

★ **Laundries are swamped with work.** Washing, cleaning and pressing is often handled for Army and Navy camps in huge quantity. More civilians are working, soiling more clothes. Less laundering is done at home, especially where there is a shortage of domestic help.

★ **It is difficult for laundries to get trained personnel and sufficient equipment.** Many former employees are now in the Armed Forces. Machinery is scarce. Delivery trucks, tires and gasoline are still another problem your laundry has to meet.

BE A LOYAL GOOD CUSTOMER TO YOUR LAUNDRY!

Don't change laundries if you experience some small inconvenience. Remember, your laundry is working faithfully... for you... and will yet again repay you in service and in unflinching appreciation.

SOUTHERN MILLS, INC.

Laundry Textiles



ATLANTA, GEORGIA

(The cotton padding, flannels, covers, feed ribbons, nets and other items used by laundries everywhere in pressing, ironing and washing equipment).



Potato Salad, Durkee Style

4 large potatoes
1 medium onion
3 hard boiled eggs
1 small bottle
stuffed olives
8 tbsp DURREE'S DRESSING

Paprika
Celery seed
Salt and pepper to taste
1/2 cup mayonnaise
or salad dressing

Blend Durkee's Famous Dressing with mayonnaise or salad dressing. Boil potatoes with jackets on. Peel and let cool. Slice or dice; add salt, pepper, chopped onion; mix with dressing. Add chopped eggs, sliced olives, celery seed. Chill. Garnish with paprika. Serves 6 to 8.

Try Durkee's Famous Dressing this way... use it, too, to pep up other salad dishes, sandwiches, fish and meat. Rich, golden, "tangy," this fourteen-spice sauce is easy-pouring, keeps without refrigeration. Write for free booklet, "How to Dress Up Wartime Menus," Durkee Famous Foods, Dept. LE7, Elmhurst, L. I., New York.

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DURREE'S
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SPARKLET
BULBS
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● Sparklet Bulbs, that have saved so many home drink mixers money, time and trouble, are now being used to save lives at sea. Used for instant inflation of life belts and rafts—they add to the safety of sea and air-borne members of our fighting forces.

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SPARKLET DEVICES, INC.
DIVISION OF KNAPP-MONARCH CO., SAINT LOUIS

"YOUNG BRITAIN" (continued)

their lives by the "brass hats." When their officers are incompetent, or when reforms of which they read in *Picture Post* or the *Daily Mirror* take months to be put into effect, the sense of frustration and cynicism tends to swamp other more hopeful or cooperative reactions. Again and again in ABCA discussions, the men's attitude is: "Oh yes, we want such and such a reform but 'they' will jolly well see we don't get it." "They" is not often analyzed very carefully; but the dominant figure is undoubtedly the boss class in industry—"Vested Interests"—the insurance companies believed to be fighting the Beveridge Report, for example—are an almost universal bogey.

The party leaders, apart from Mr. Churchill and Sir Stafford Cripps, do not stir much interest. It is widely assumed that Mr. Eden would become Prime Minister were anything to end Mr. Churchill's term of office. Sir Stafford's popularity is increasing steadily with young people. His connection as Minister of Aircraft Production with Joint Production Committees has earned him new recognition and wider contacts. Mr. Herbert Morrison's recent cycle of speeches made a strong impression on young people at the manager-civil servant level. But this relative interest in a few eminent figures is no substitute for interest in and readiness to work for a political party. The parties are probably the most discredited sector of British politics. The predominance on the Conservative side of men who are qualified for their seats in Parliament by the fact that they can afford them and of retired Trade Unionists on the side of Labor has alienated most of the young people. They feel they have no chance of getting elected and that if they work to elect the man selected by the party caucus he will not be in touch with young opinion. The party truce and the automatic return to office of members who often are of very ordinary caliber has discredited the party system still further.

This negative and distrustful approach to economic and social institutions is at its most obvious in relation to political parties just because they, the principal weapons in the struggle for a better society, look so inefficient for the purpose; but the feeling, as I have suggested, covers a great many other factors in our national life and it is always very much the same—the feeling of separation, of no confidence, of detachment and indifference. One can see it in the Coöperatives, where about only 2% of the members trouble to attend the meetings, and that 2% is not young. One can see it in local government, where half the electorate never vote—I believe the Birmingham figure is an average of about 35%, and again it is not the young people that take their responsibilities most seriously. One can see it in many empty churches; in many community centers run by the elderly; throughout the field of voluntary service, where the most reliable workers are all too often those trained in another generation to different standards of selflessness and hard work.

Two ways to disaster

It seems to me that anyone who is trying to report fairly on the state of young opinion in Britain cannot help taking as the central point in his or her analysis this unhappy cleavage between a keen interest in a better future and cynicism about all the means of obtaining it. It is a dangerous situation for, as far as I can see, there are only three ways in which the irritating and frustrating conflict between the two states of mind can be resolved; and two of those ways are disastrous.

It could be resolved if the dream of better things were to fade. Then apathy could cover ends and means alike. The Britain of Baldwin and Chamberlain was not chafing under bad leadership. The "safety first" of the one and the appeasement of the other represented dominant states of mind among the people. A great majority were prepared to believe that £16 millions spent on the distressed areas over three years was about all we could afford to "cure" unemployment. To a great many, Czechoslovakia was just a country a long way off "about which we know very little." Personally, I find it hard to believe that the upheavals of the war will have so little effect as to bring back that attitude, especially since the new radical temper has sprung from wartime experience itself. It should be as difficult to root out the desire for a better nation as to wipe out the memory of the London blitz. Besides, a desire, however general, to return to the "normalcy" of the twenties and thirties provides no real solution of the state of mind of the young. Even if this generation were to be worn out by over-working and over-fighting, the next generation after them would present the same revolt and the same challenge. Either young people have to find their way back into a society which they feel is theirs and is a going concern or they will remain to be snatched up sooner or later by some form of extremism.

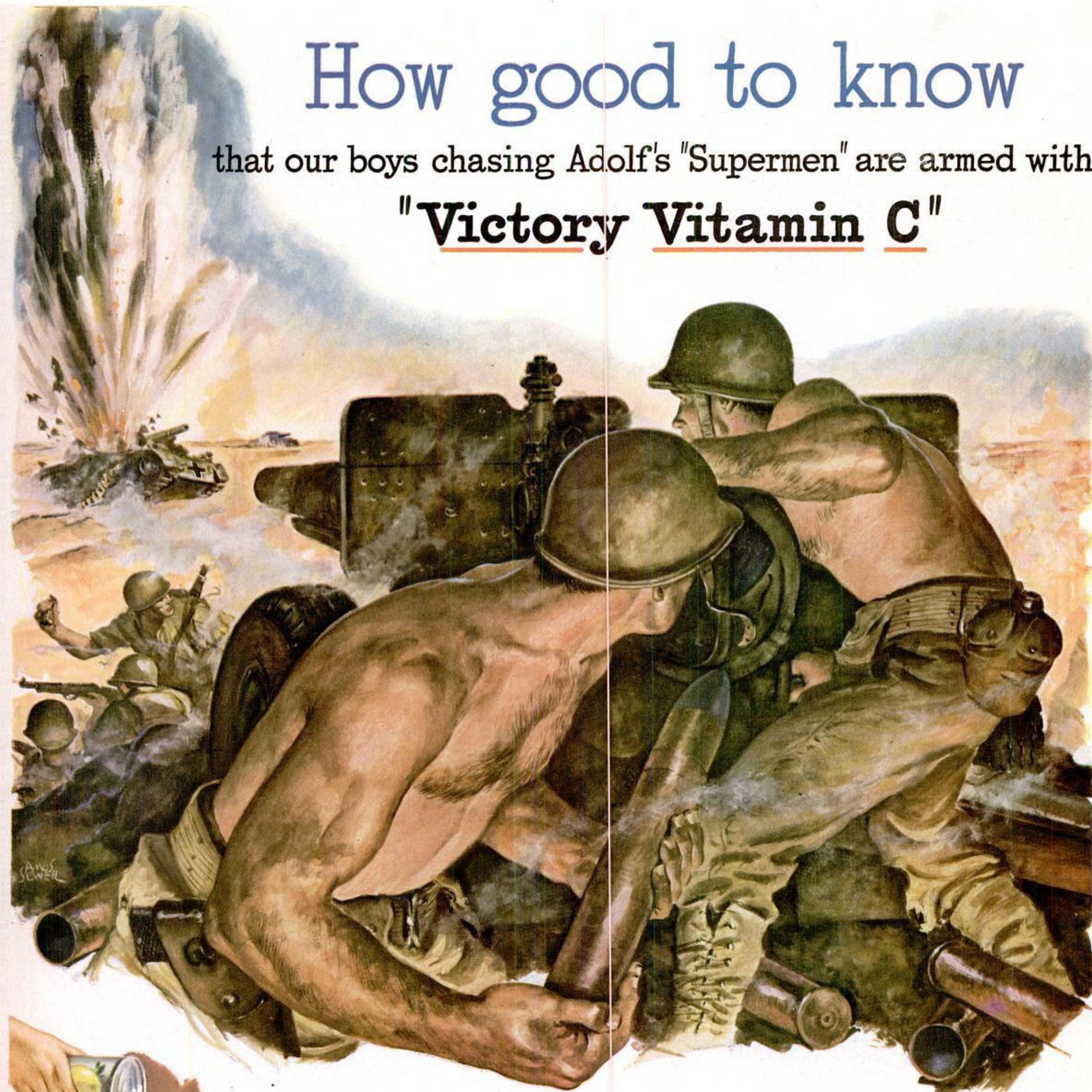
This is the second alternative—that, maintaining their desire for

CONTINUED ON PAGE 98

How good to know

that our boys chasing Adolf's "Supermen" are armed with

"Victory Vitamin C"



Those courageous hearts across the sea—where African Sands and American Grit have clogged the wheels and grinding gears of the murderous Nazi machine—those heroic hearts have proved they can beat back the very best that a fiendish foe has to offer.

But even those boys with their fighting hearts must have ammunition to feed their bodies—just as much as their guns need shells. To fortify our fighting men with "Victory Vitamin C," countless cans of grapefruit juice are shipped to them from Home. For Florida citrus fruits have been found to be gold mines of this vitamin that's needed for strong tissues, red blood vessels

and firm bone. It is a vitamin needed daily by every one— young and old.

If you can't always get your canned grapefruit juice, at any rate it is good to know that its "Victory Vitamin C" is reaching those boys who, one of these days, will be bringing Victory home!

FLORIDA CITRUS COMMISSION • Lakeland, Florida

So rich are oranges and grapefruit in vitamin C, that Uncle Sam has set aside the entire supply of canned grapefruit sections, canned orange juice, blended juice and concentrates for the armed forces. Fortunately one of the juices—grapefruit juice—is so plentiful that a moderate amount is available for civilian use.

Canned Florida **Grapefruit Juice**

RICH IN "VICTORY VITAMIN C"



HERITAGE OF HOSPITALITY



FAMOUS SINCE 1894

STEEPED IN CHERISHED TRADITIONS—MILITARY, CIVIC, CULTURAL—PHILADELPHIA IS EQUALLY FAMED FOR ITS HERITAGE OF HOSPITALITY. AS THE CAPITAL OF GOOD LIVING, PHILADELPHIA'S TIME-HONORED NAME IS TODAY PROUDLY UPHELD BY A GRACIOUS WHISKY. WITH YOUR FIRST DELIGHTED SIP, YOU INSTANTLY SENSE THAT HERE IS A TRULY ARISTOCRATIC BLEND BASED ON CHOICEST RESERVE STOCKS. PHILADELPHIA IS ESSENTIALLY A "SPECIAL OCCASION" WHISKY. YET ONE YOU CAN AFFORD TO ENJOY, REGULARLY AND OFTEN.

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS

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FAMOUS SINCE 1894

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BLENDED WHISKY

The delicate bouquet and distinctive flavour of this blend are achieved by the exclusive use of fully ripened and selected matured grains

BLENDED AND BOTTLED BY THE
Continental Distilling Corporation
PHILADELPHIA, PENNSYLVANIA

86.8 Proof



Young Tories championing reforms are led by brilliant young Quintin Hogg (shown with wife), son of Lord Hailsham and American mother. He was Head of School at Eton.

"YOUNG BRITAIN" (continued)

change and continuing in their distrust for all existing institutions, they decide on the violent short-cut of attempted revolution. It is significant that of the small minority in the Army who still profess to have any confidence in a political party about half are supporters of the Communists. This is not because of any widespread extension of Communism. It reflects the fact of a soldier's existence, in which mutiny is the only way of securing a violent change. It often is asked whether there are signs of Fascism in Britain. If the question means—Is there a Fascist party? Is there Fascist propaganda? Do people call themselves Fascist or even think of themselves as Fascists?—then the answer is emphatically "No." Most people believe they are fighting Fascism and are sufficiently indifferent to sociological analysis to believe that once it is defeated in Germany and Italy it will be finally scotched.

Yet it is true that Britain is still a pre-Fascist society. In other words, it has not yet met the crisis which in other countries produced Fascism. Its form of society is still predominantly that of the 19th Century. So far, all new 20th Century forms have been totalitarian. The form of 20th Century free society has still to be evolved; and in this sense it is true that Britain could "go Fascist," or rather "go totalitarian," and that an unassuaged sense of revolt and frustration among its young people could be one of the factors driving it towards totalitarian control. Here it does not matter much that the ideals of the young people are progressive. The crucial thing is the spirit in which they would set about securing change. A revolutionary movement, even if it wanted the Beveridge plan for all and government control of heavy industry, would still end as a Fascist movement. I need hardly add that there is absolutely no sign of such a development at present. The only organized extremist party is Communist and it is very, very small indeed.

The third way

Fascism is possible, here or in any other liberal democracy. But is it likely? The answer depends on the events of the next years and, in particular, on whether there is any hope of achieving the third way out of the present impasse—the emergence of creative political leadership. The apathy, the unenthusiasm about existing institutions and parties is not an incurable affliction of young people in Britain. It is hardly even their fault. The "so few" in their Spitfires, the gallant army of Civil Defence workers and firemen doing wonders of cool heroism during the blitz, the merchant seamen, the little boats at Dunkirk, the women in the war factories, the keen excited youngsters in the Air Training Corps, the two million housewives in the Women's Voluntary Service, the Invasion Committees, the Home Guard to which thousands of lads of 16 are devoting most of their spare time after a day's work in a war factory—these people are not naturally apathetic. They are not cynical by choice. After the publication of the Beveridge plan which suggested that, after all, there was a more decent kind of society ahead, people's morale went up with a bound. Particularly in the services, more cheerfulness and more zest were reported from every part of the country.

The young people need so little to recover confidence in democratic society. Will they get it? It is still too soon to say. One can only report the hopeful signs. In recent months, Mr. Herbert Morri-

CONTINUED ON NEXT PAGE

The Flying Dutchman Again Blazes an Air Trail



Provides a Vital New Link Between the Americas



Starting twice-weekly Miami-West Indies flights, with South American connections.

Brings New York within 24 Hours of Curacao

They're off! K. L. M.'s multi-engined airliners, fastest in the world, soar from Miami over a new Caribbean route which makes a hop from New York to South America less than a sun-to-sun excursion!

Normally flying all five continents, K. L. M. pioneered the Amsterdam to London route back in '19... founded the West Indies Section in '34, making the first mid-Atlantic

crossing ever flown... maintain a peacetime European network, with such global through-routes as Amsterdam to Batavia—9,000 miles away.

K. L. M. offers vast experience in safe navigation and expeditious handling of passengers and freight. For reservations or information, apply to K. L. M. Royal Dutch Airlines, 521 5th Ave. or any office or agent of the Holland-America Line.

K. L. M. ROYAL DUTCH AIR LINES

World's Oldest Operating Transportation Airline
Member International Air Traffic Assn.



I'll Be Seeing You, Soon!

Here's a promise that millions of American fighting men can and will keep—if we keep faith with them! Among other essential behind-the-line duties, that means investing wholeheartedly and systematically in U. S. War Bonds, the safest investment in the world today.



COMPARE THIS DUAL-DUTY AMITY
WITH ANY OTHER BILLFOLD IN AMERICA!

Chances are excellent that your dealer can supply the exact Amity Billfold you want and need. If he can't, there's a good reason. Amity's skilled craftsmen are now working on orders for our Government. When that job is done and peace is won, there'll be plenty of genuine leather products by Amity for everyone!

AMITY
REMOVABLE
PASS CASE

AMITY LEATHER PRODUCTS CO., WEST BEND, WISCONSIN

Good smoking is
a part of living



MANY forms of diversion are out of place in a war which calls for sacrifices from all of us. But for those moments when tired mind and body need a little restful living, there's nothing like the comfort of a good cigar.

Make yours a Webster. Flavor, fragrance, mellow-mildness... so pronounced are these attributes of good smoking that for the past five years Webster sales show:

252.4% GREATER RATE OF GAIN than the industry's comparative brands as a whole (from U. S. Revenue figures).

CERTIFIED 100% choice time-seasoned long Havana filler, light-claro wrapper, superb craftsmanship.

First in the Social Register

WEBSTER

SIX DISTINCTIVE MODERN SHAPES—12c to 30c



"YOUNG BRITAIN" (continued)

son has been growing in stature. Long known as a sound administrator, he has now shown in a series of remarkable speeches that his approach to politics is nearer to the ideals of 20th Century democracy than that expressed by any other statesman today.

On the Conservative side, Mr. Quintin Hogg has emerged as the spokesman of a group of young Tory M.P.'s who are determined that social reform shall continue to be part of the tradition of their party. These young members have formed their own Committee in the Commons and are pressing for the immediate setting up of a Ministry of Social Security. Here again is a sign of an emerging leadership which, if it were successful against the arid "last ditchery" of the Conservative back benchers could put new life into the Tory Party. Mr. Hogg acknowledges his attitude to be due to his contacts with the soldiers in the Middle East where for two years he was on active service. It is a straight reflection of the radical mood of youth. It is an attempt to express that mood in political terms.

Common Wealth, already mentioned in passing, represents, broadly speaking, the social idealism of the Middle Classes—a radical idealism—and is profiting now by the party truce which debars Labor from contesting Conservative seats, and vice versa. Its candidates are mainly young people and it is getting a good deal of enthusiastic support from the young. Incidentally, Common Wealth is making a bid for radical Christian support. I cannot say that there is a widespread religious revival in Britain, but there are young people who are interested and bring religious enthusiasm to the task of social reform. The fact that the Archbishop of Canterbury is an outspoken "radical" undoubtedly tends to increase the prestige of Christianity among young people.

These, then, are some of the growing points from which a rehabilitation of British politics, of the machinery of British government, can spring. There is nothing incurable in Britain's disease. The quality of the young people is magnificent. Their ideas are progressive, yet there remains an undercurrent of conservatism bred of their love of old ways and places and possessions. The failure at the moment is a failure in political leadership. That leadership was magnificent in 1940; it is uncertain for 1945. For myself, I feel the scales of history are fairly evenly balanced. Our country may swing down on the side of frustration and apathy; or on the side of a new democracy. The material is there for either decision. But prophecy is as unfruitful now as it would have been at the time of Dunkirk.



Revolt of the young against present Conservative-Labor "party truce" was voiced by Jennie Lee in a by-election. Her main issue, the Beveridge Plan, is supported by youth.

CORNS GO while YOU are on the "go!"

No Need To Suffer Now!

Dr. Scholl's 4-Way Relief Acts Instantly

1. Sends pain flying
2. Quickly removes corns
3. Prevents corns
4. Eases tight shoes



BE ACTIVE and foot-happy! Dr. Scholl's Zino-pads relieve your misery from corns and gently remove them—while you are on the "go". Instantly stop nagging shoe friction; lift painful pressure.

NOTE: When corns have formed, use the separate Medications supplied for removing them. The pads alone will give you immediate relief and prevent sore toes, corns, blisters from new or tight shoes—another advantage of Dr. Scholl's Zino-pads over caustic liquids and plasters. At Drug, Shoe, Dept. Stores and Toilet Goods Counters. Cost but a trifle.

Dr. Scholl's Zino-pads

FEET HURT, BURN?

Dr. Scholl's Foot Balm quickly relieves foot discomfort caused by exertion. Soothing, refreshing. Send it to the boys in Service. 35¢

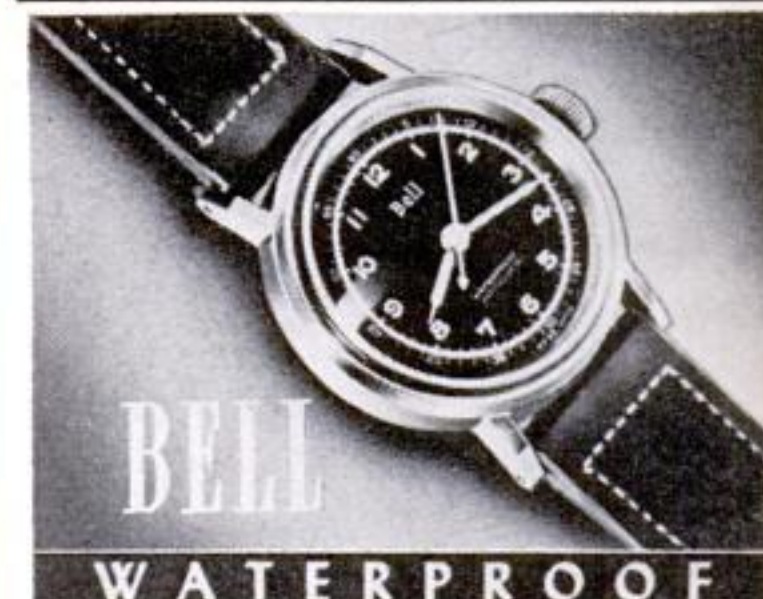


Man! what relief for sun-parched lips!

Keep Chap Stick handy for quick relief when your lips get painfully sun-burned. Gently medicated, it soothes the smarting—helps heal blisters and cracked skin—makes lips smooth and comfortable again. Be sure it's Fleet's to get the one and only Chap Stick. 25 cents at all drug stores. Chap Stick Co., Lynchburg, Va.



On duty with U. S. Forces from Alaska (40° below) to Africa (140° above)



No. PP124—Sturdy, 15 jewel, anti-magnetic waterproof watch precision tested for accuracy. Non-breakable crystal, waterproof strap, radium dial and hands, stainless steel back. SHOCK RESISTING. \$34.75
No. PP121—Same watch with sweep second hand. \$39.75

Attractively Boxed. Price incl. Fed. Tax.

POSTAGE PREPAID MAIL ORDERS PROMPTLY FILLED

Write for Free Illustrated Booklet "PP"

BELL WATCH COMPANY

Time and Life Bldg., Rockefeller Center, New York, N. Y.

Line up with top Food Authorities on Wartime Eating—

START WITH BREAD!

Reason One

Enriched to new high standards, modern white bread is featured in the United States Government wartime nutrition recommendations in one of the "basic seven" food groups you should eat every day.

Reason Two

Every loaf of enriched white bread Your Baker offers is made to U. S. Government standards with respect to:

VITAMIN B₁—helps maintain normal appetite, and good nerves.

NIACIN—an important factor in the Vitamin B Complex.

IRON—helps to form good red blood.

And also provides:

PROTEIN—helps to build tissue, promote body growth.

CARBOHYDRATES—supply food-energy you can readily turn into work.

Reason Three

Bread is inexpensive, plentiful, unrationed.

Wholesome and delicious, it belongs on **every** table with **every** meal—has endless handy uses to make hard-to-get foods go further.

FOR more than two years, the U. S. Government and The Baking Industry have been working together to *make bread better*. Now the results show up in the *best bread America ever had*. Every loaf is so full of flavor, so nutritionally good that bread today is one of the finest all-round foods.

Whether you want good eating, good nourishment or the best use of ration points and money, take it from top

authorities—and *start with bread* in planning meals and doing your marketing.

Today more than ever, it belongs on **every** table—at **every** meal!

BREAD IS BASIC

P.S.—MOST GOOD BREAD IS MADE WITH FLEISCHMANN'S YEAST



FREE BALLOONS

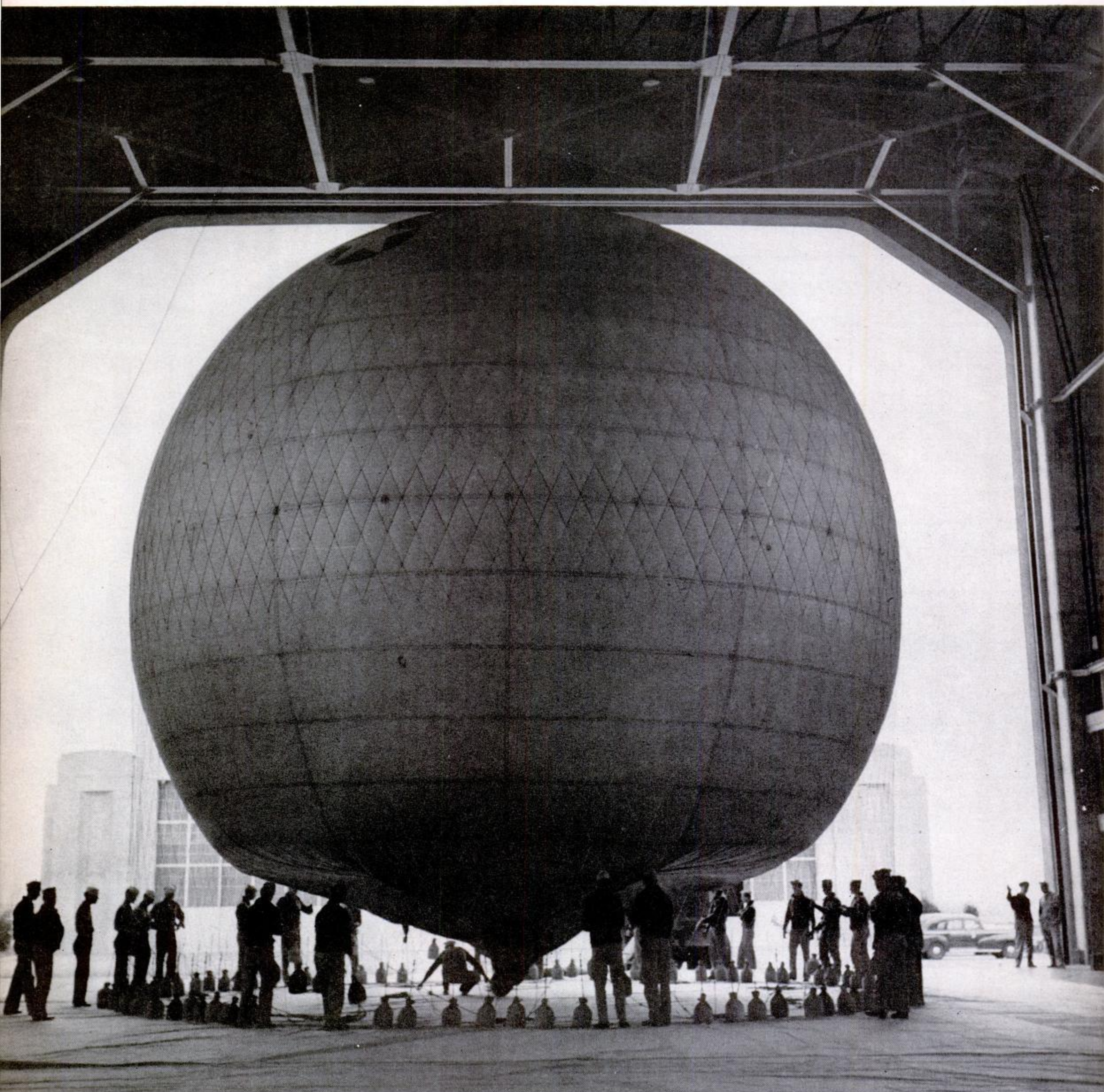
At Moffett Field, Calif. the Navy uses them to teach future blimp pilots lighter-than-air technique

One of the Navy's jobs at Moffett Field, Calif. is to teach future blimp pilots the fundamentals of lighter-than-air operations. This it does by the use of free balloons. On these pages are pictures showing how a free balloon is inflated, operated and deflated.

Free balloons have no motors or other driving power. Their only means of locomotion is the wind, and a ride in one of them is like a ride on a gentle breeze. Because of their silence, normal conversation on the ground can be heard at an altitude of 800 feet. From a free balloon, the ground looks different than it does from a speeding plane. Instead of a blurred country-

side, farmlands are green and brown checkerboards, with every rock and fence clearly visible.

A free balloon is lifted into the air by hydrogen. In its basket are close to 700 pounds of sand ballast. To increase altitude, a little sand is thrown out. To decrease altitude, a little gas is let out. So carefully balanced are the weight-lifting hydrogen and the sand-bag ballast that the throwing out of even three handfuls of sand will cause the balloon to rise sharply. Opening the gas valve for a second is roughly equivalent to a loss of nine pounds in the balloon's lifting power, consequently causing a sharp drop in altitude.



A free balloon is inflated near the entrance to one of the big hangars at Moffett Field. Watching it swell is the balloon's

ground crew, while arranged in a circle, controlling the inflation and causing net to fit snugly, are the 30-lb. bags of sand

ballast. Before take-off, hydrogen pull must exactly balance sandbags. Otherwise the balloon may suddenly rise in the air.



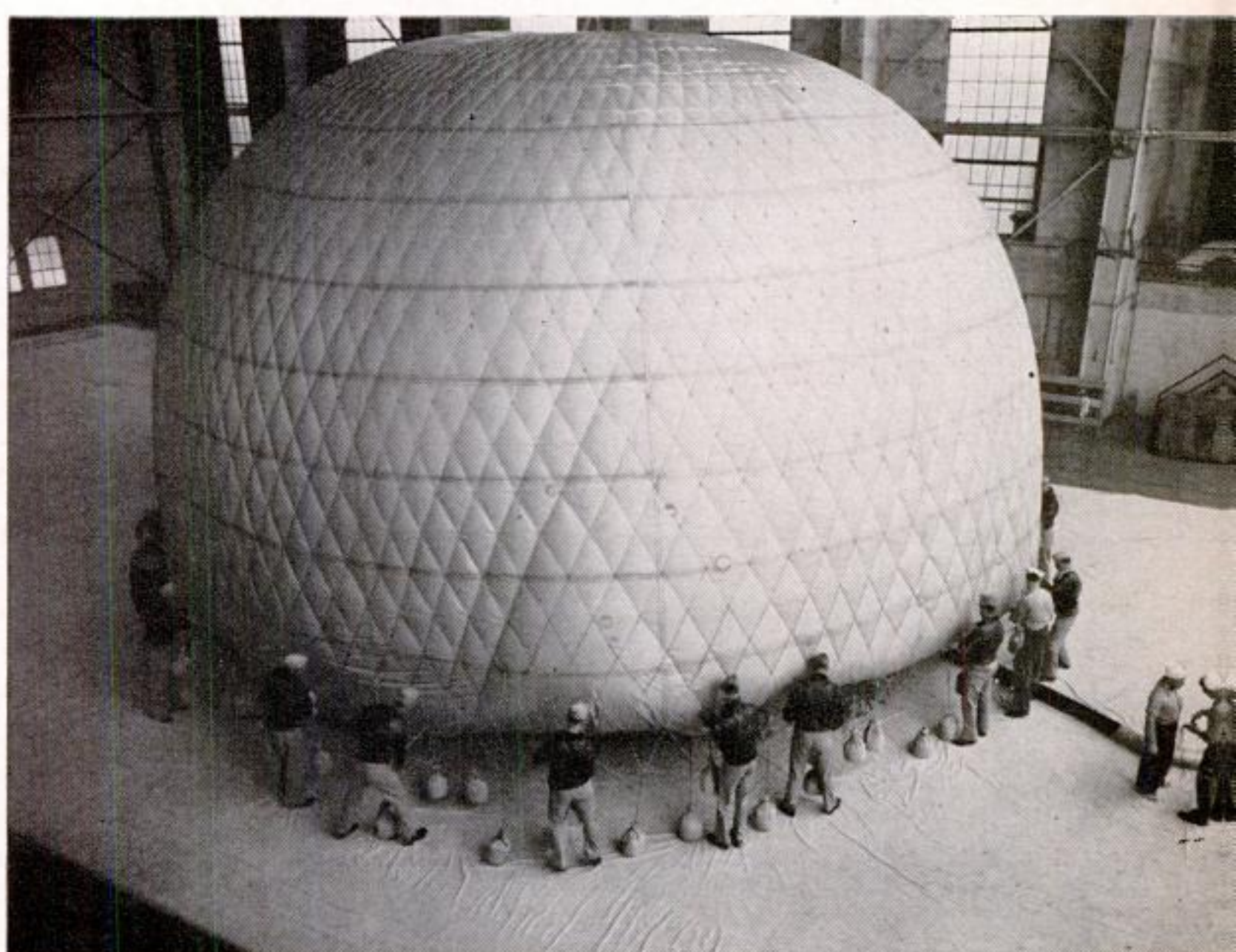
Before inflation a lightweight net is lowered over the bag, which is usually called by balloon men the "envelope." The bag is folded in great tucks so that the gas will expand it without twisting it.



First bubble of gas enters balloon, causing it to swell slightly. The sandbags have been carted to circumference of the bag, and net has been lowered firmly and snugly around it.



Hydrogen gas hisses into the balloon from a truck through a rigid hose that is made fast into the sleeve of the bag. The sleeve is tied tightly around hose so that inflammable gas does not escape.



Bag grows as men move sand down, keeping inflated upper part of the net tight. Finally net will be tied at balloon's equator ring, making top half into a parachute if necessary.



Balloon is walked out of its big hangar and moved toward the field. At the field it will be rigged for flight and the instruments installed.



Balloon crew (l. to r.): Ensign A. S. Morris, Cadets R. K. Engle, P. R. Brook, E. H. Luke, Ensign C. W. Zimmerman.



Ready for the take-off. At first the balloon barely skims the earth. Then, as sand is thrown out, it rises.

Free Balloons (continued)



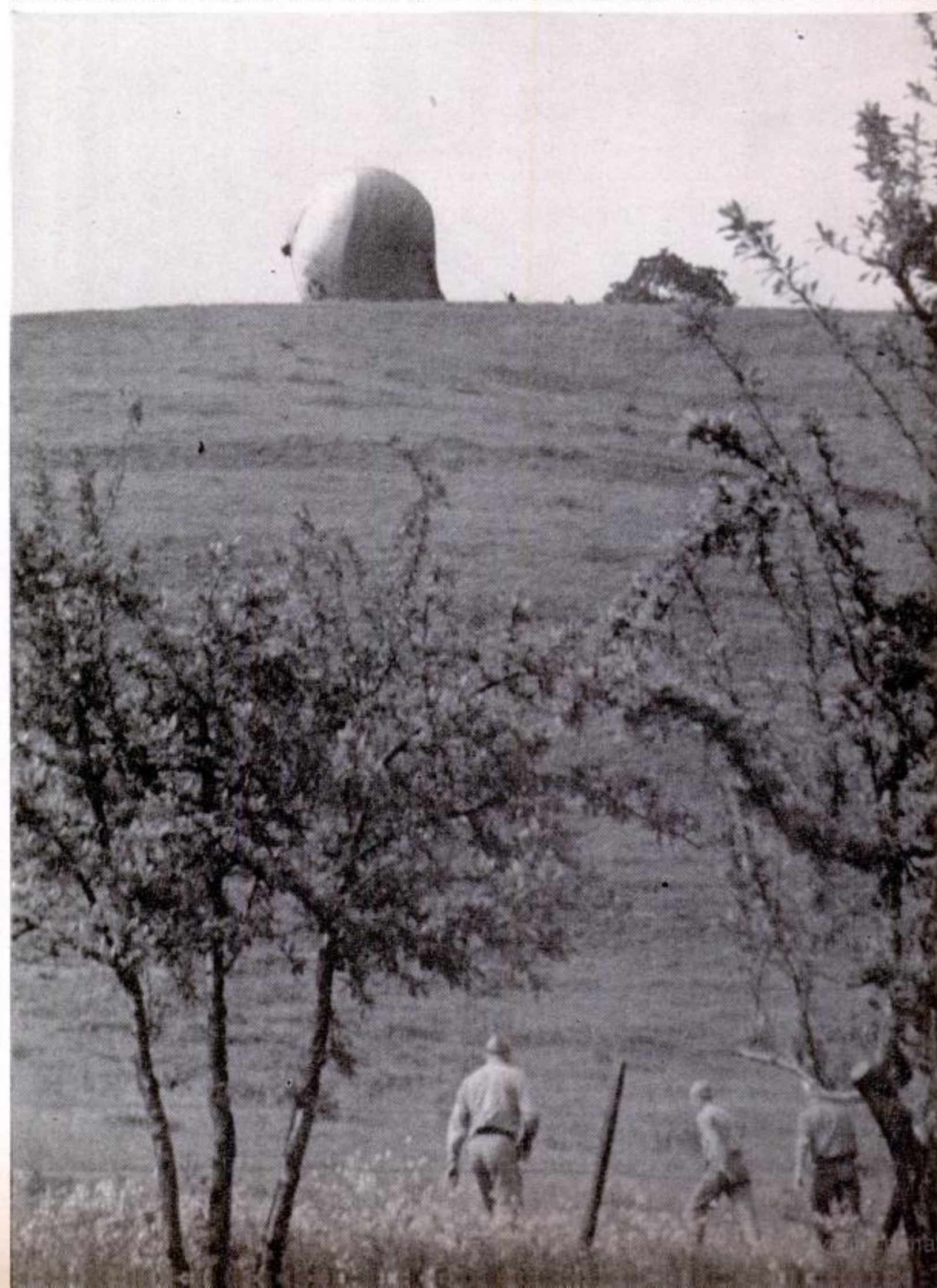
Hovering just off the ground, crew gets a good look at the earth. Truck, marked with white cross on red roof, follows balloon over countryside, eventually carries it home.

PUSHED BY WIND, BALLOON LANDS HARD IN A FIELD NEAR LOS GATOS, CALIF.



Sand man throws out sand one or two handfuls at a time. Even a small amount of jettisoned sand will make balloon rise. To lose altitude, rope is pulled which connects with valve, letting out gas.

THE RIP PANEL IS PULLED, RELEASING ALL THE GAS IN BAG AND CAUSING IT TO COLLAPSE





BUY WAR BONDS AND STAMPS

Battleship of the Skies

You are looking through the waist gunner's window of a Flying Fortress* . . . at another Fortress on its test run near the Boeing plant in Seattle. Peaceful enough here, it nonetheless represents 32 tons of the most deadly fighting mechanism ever devised.

The Boeing Fortress now has a maximum bomb capacity of more than 10 tons . . . equaling or exceeding that of any other bomber, Allied or Axis, now in service.

Its stability and general flight characteristics make it a superior "platform" for high-level bombing of the most destructive accuracy.

It has great defensive firepower and is credited with a remarkably high average of successfully completed combat missions.

All this, of course, is not just happenstance. It stems from the determination of the Boeing company nine years ago to build an airplane unlike any then in existence, an airplane that would be truly a "Battleship of the Skies."

To carry through such a project meant years of costly research. It meant continuing advancement from one stage to another, including long experimentation at stratosphere altitudes where few men

had ever been. It meant utilizing the skills of many hundreds of engineers representing more than 25 different engineering fields.

It meant financial courage of a high order, for the original Flying Fortress was a wholly private venture financed throughout by Boeing.

Today Boeing's foresight and faith are more than justified by the outstanding record of Flying Fortresses in the war.

Tomorrow you may look to Boeing for peacetime products of equal leadership. The phrase "Built by Boeing" means they're bound to be good.

DESIGNERS OF THE FLYING FORTRESS • THE STRATOLINER • PAN AMERICAN CLIPPERS

*THE TERMS "FLYING FORTRESS" AND "STRATOLINER" ARE REGISTERED BOEING TRADE-MARKS

BOEING

Life Goes to a Party



SAILORS AND THEIR GIRLS ENJOY GAME OF BADMINTON DOUBLES UNDER THE MAPLES AND THE PINES OF FLEET PARK



SITTING OUT A NUMBER, COUPLES SURVEY EVOLUTIONS



HORSESHOE PITS ARE WELL PATRONIZED. GIRL PITCHING IS A NURSE. PLUMP MAN AT RIGHT IS CHIEF PETTY OFFICER

Life Goes to Navy opens special park at Norfolk

In Norfolk a few weeks ago the Navy opened the largest and best-equipped recreational park ever created in the U. S. for the exclusive use of servicemen. Of all war-congested cities in the land, Norfolk is incontestably the community which most requires a facility of this kind. Since 1940 its population has more than doubled as thousands of young men converged from all parts of the nation upon Navy yard, Navy base, shipbuilding ways, airfields and other establishments in the multiplex war base that borders Hampton Roads.

For months sailors home on leave and Navy men stationed along the Roads have complained of the inadequacy of recreational opportunities in the Norfolk area. To meet the needs of servicemen sated with movies and not overburdened with pocket money, the Navy rented—for \$30 a year—a 43-acre plot of woods and open land some 20 minutes by streetcar from the center of town and



OF DANCERS AT THE OPEN-AIR PAVILION IN THE WOODS



FLEET PARK'S PINEY WOODS AFFORD BARBECUE PITS FOR PICNICKERS, SHADE AND SOLITUDE FOR QUIET RECREATION

Fleet Park for servicemen and their friends

ten streetcar minutes from the naval base. Here they built an indoor swimming pool, constructed four baseball diamonds, badminton courts, a library and lounge. A concrete dance floor was poured in a clearing in the woods. Barbecue pits were dug. And a good many acres of piney woods were left standing for the benefit of those who might choose simply to walk or relax in the shade of fragrant boughs.

Fleet Park was officially opened with a minimum of ceremony on June 5. It has been a boon to Norfolk's servicemen ever since. There is no admission charge, no charge for the use of the swimming pool, baseball diamonds, dance floor (where a good orchestra plays nightly) or any of the other facilities. Swimming trunks may be rented at the pool for 5¢, a big Turkish towel for another 5¢. Hotdogs cost a nickel, beer a dime. Only uniformed personnel and their guests are admitted.



THE STAGS GO IN FOR VIGOROUS BASEBALL. PICK-UP GAMES KEEP FLEET PARK'S FOUR DIAMONDS IN CONTINUAL USE

*Famous
before the war
... we mean the Civil War*



THOSE IN THE KNOW - ASK FOR

**OLD
CROW**



BOTTLED IN BOND



A Truly Great Name

AMONG AMERICA'S GREAT WHISKIES

*Enhanced by each passing year is the
fame of this distinguished Kentucky
whiskey, a greater favorite today than
ever before in its long history.*

WAR NOTE:

Our distilleries are engaged in the production of alcohol for war purposes. This whiskey is 4 years old—made years before America entered the war.

BUY WAR BONDS!

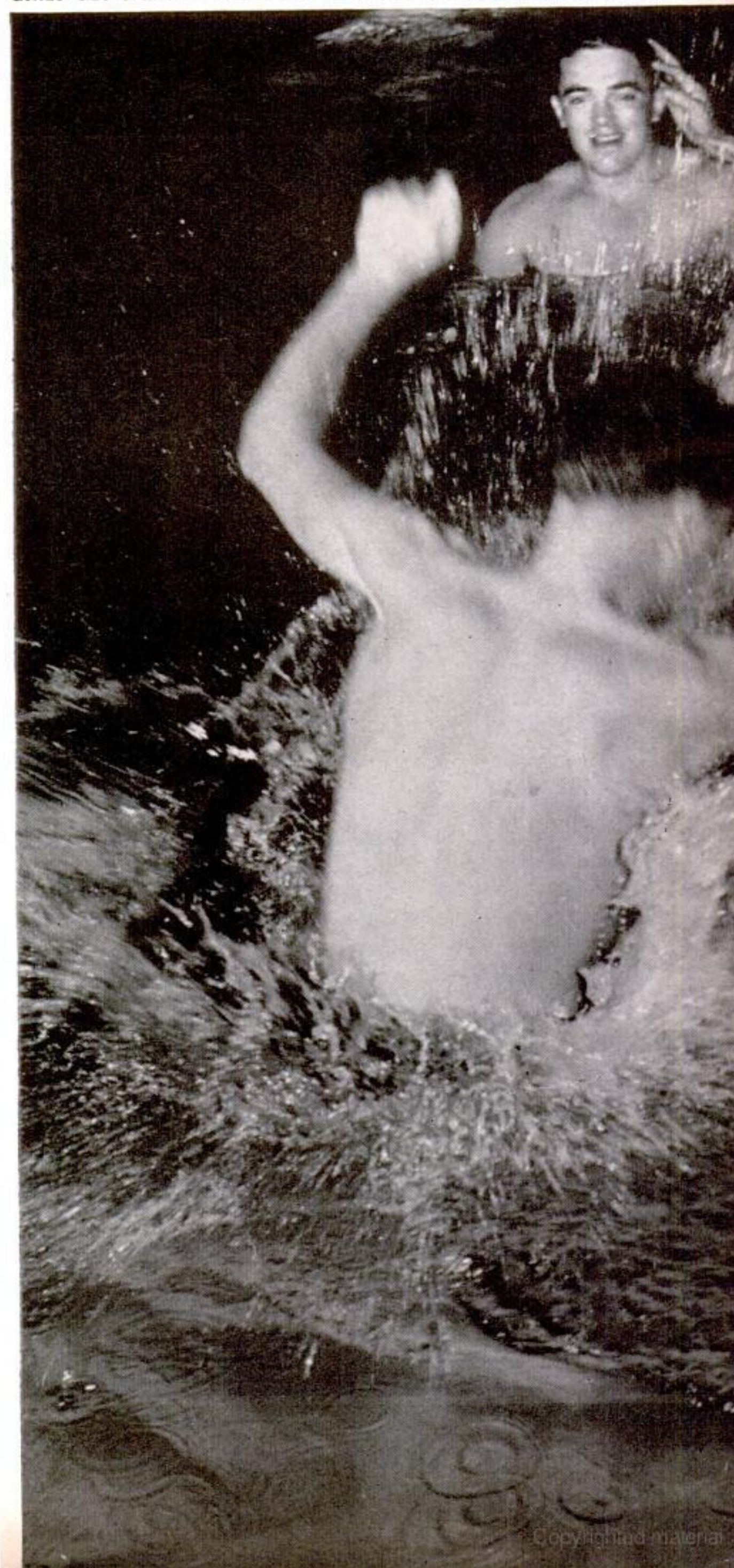
Kentucky Straight Whiskey • Bourbon or Rye • 100 Proof • National Distillers Products Corporation, N. Y.

Fleet Park (continued)



On a concrete dance floor, studded with trees and surrounded by woods, sailor and Wave jitterbug under the stars. A canvas canopy affords protection on rainy nights.

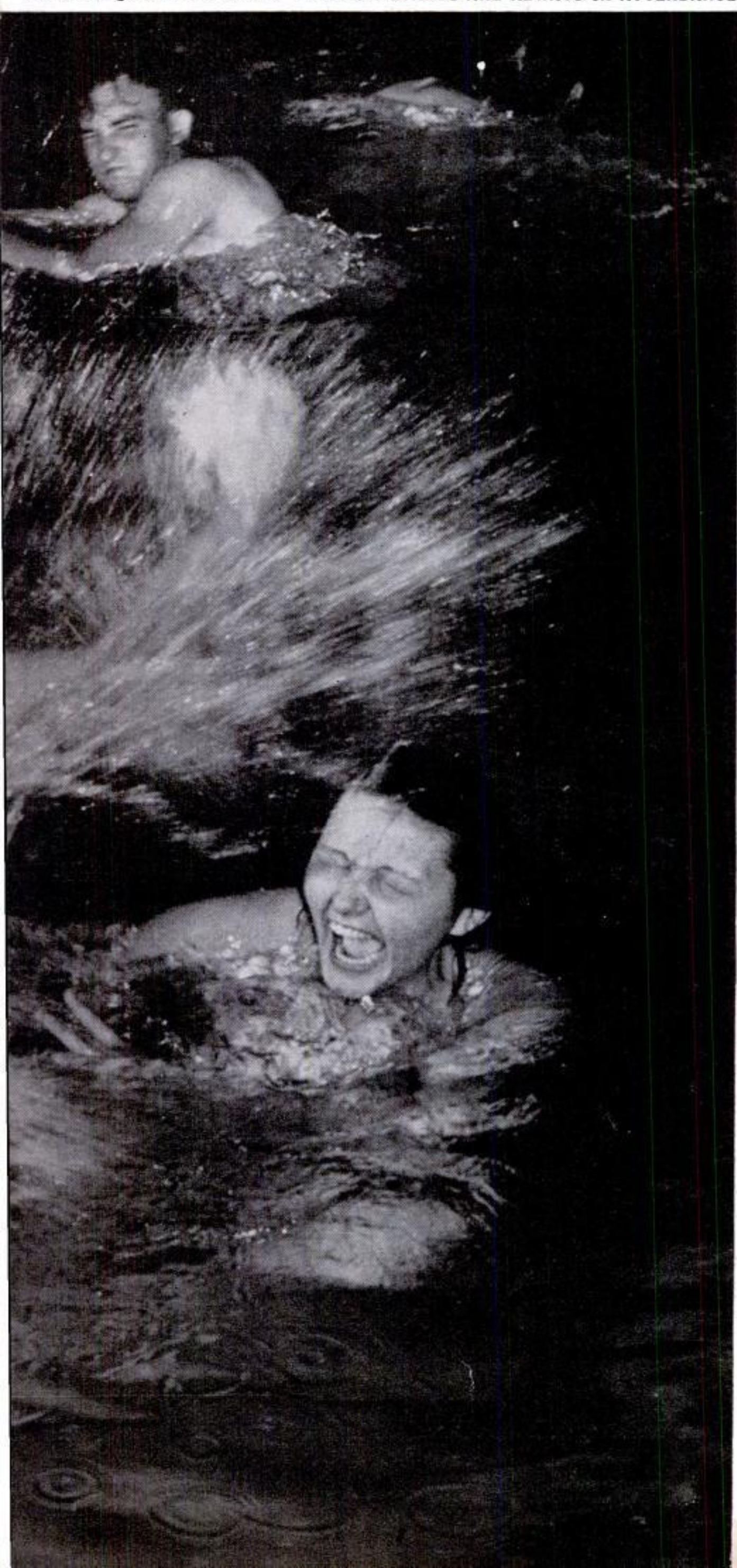
GIRLS GET SPLASHED AND DUCKED IN BIG TILED INDOOR SWIMMING POOL



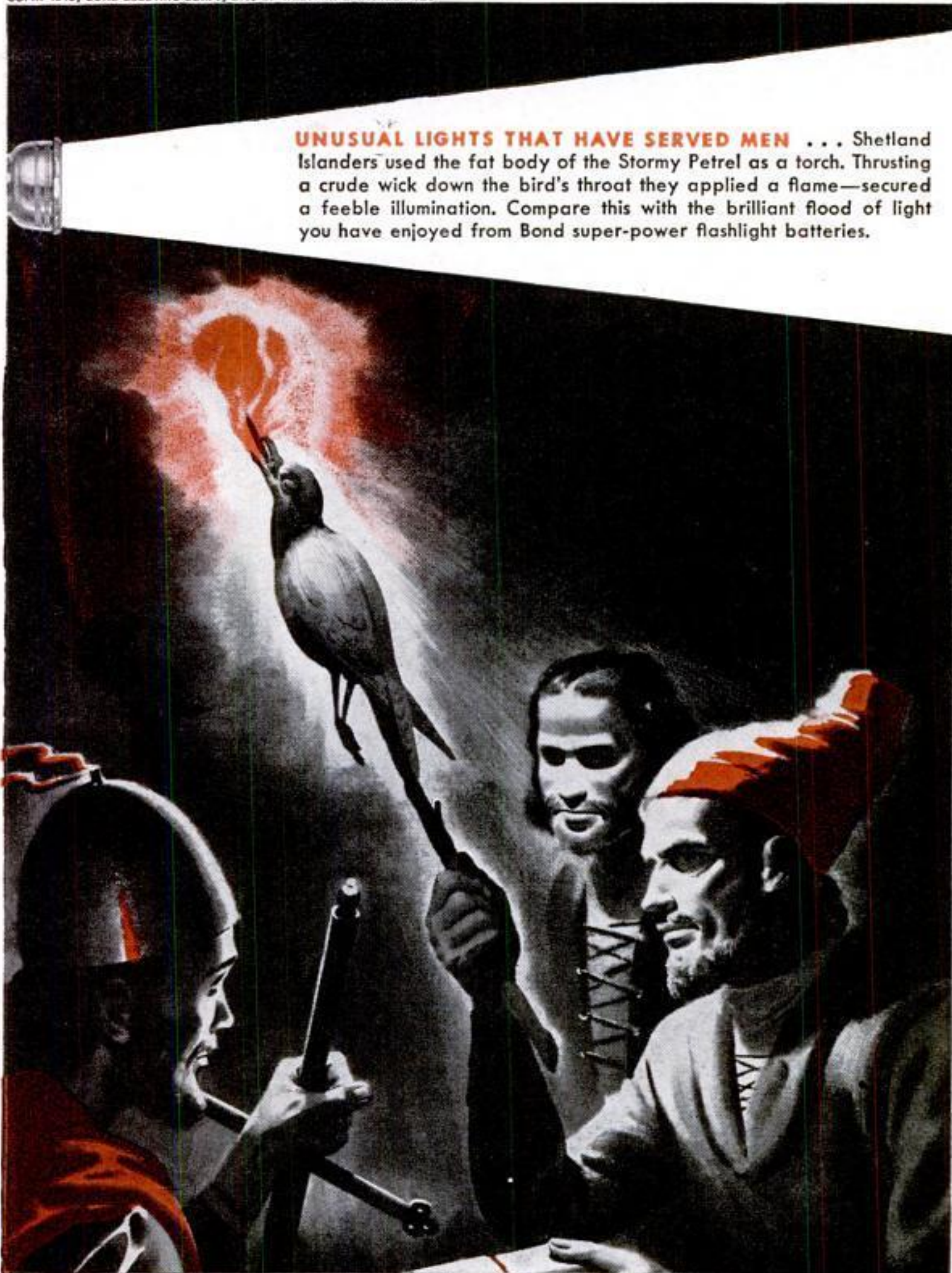


At the dance pavilion guests fortify themselves with hotdogs, beer and milkshakes sold at the two adjacent snack bars. Tables and chairs are placed around the floor.

NEAR THE ATHLETIC FIELD. TWO LIFEGUARDS ARE ALWAYS IN ATTENDANCE



COPR. 1942, BOND ELECTRIC CORP., DIV. OF WESTERN CARTRIDGE CO.



UNUSUAL LIGHTS THAT HAVE SERVED MEN . . . Shetland Islanders used the fat body of the Stormy Petrel as a torch. Thrusting a crude wick down the bird's throat they applied a flame—secured a feeble illumination. Compare this with the brilliant flood of light you have enjoyed from Bond super-power flashlight batteries.

Modern...BOND Batteries Insure Safe, Instant Light

Pioneering that dates from the earliest days of the flashlight and the skilled manufacturing knowledge that has been world-famous for generations, are behind the modern convenience and dependability of Bond flashlights and batteries.

But war restrictions mean that no Bond flashlights are available today for civilian use. Bond batteries, too, require restricted materials and, so, drastic reduction of manufacture and resulting priorities, mean that they are very difficult to get.



REMEMBER, THEIR NEEDS COME FIRST—If you cannot get the Bond Batteries you want today, you know the reason. But remember to ask for Bond when, after Victory, you again want long-lasting bright light from your flashlight.



BATTERIES

BOND ELECTRIC CORPORATION
New Haven, Conn.
Division of WESTERN CARTRIDGE COMPANY

BEST FOR YOUR LIGHTER, TOO!



RONSON REDSKIN 'FLINTS'

The distinctive 'REDSKIN' coating is your guarantee of highest quality—extra-length, tempered hardness, showers of sure-fire sparks, freedom from powdering and from other deterioration.

RONSONOL Fuel—quick lighting, clean burning. RONSON Wicks—high absorption, long lasting.

For best results, avoid inferior imitations.

for all lighters—ask for
RONSON
LIGHTER ACCESSORIES
by RONSON, World's Greatest Lighter

IMPORTANT—More so now than ever! Keep your lighter 'fighting-fit.' If your RONSON (pocket or table model) needs attention, for servicing at minimum cost, send it to RONSON, Service Dept., Newark, N. J.



Hey! Where's my meat?

A guy gets a lot less for his tail-wagging in wartime. Family too busy to play. Boss off in uniform. And now—no meat!

Meat rationing is hard on dogs. Make up for it by giving your pet more eggs and milk and protein vegetables. Give him the meat vitamins—and all the different vitamins he needs—with Sergeant's Vitamin Capsules (Vitapets). Their vitamins A, B₁, D, B₂ and Niacin help protect him from Rickets, Black Tongue, Eczema and certain Fits.

Don't let rationing harm your dog's health, disposition or appearance. Start him on Sergeant's Vitamin Capsules. At drug and pet stores. Ask for free new Sergeant's Dog Book, too—or use this coupon.

FREE SERGEANT'S, Dept. 52-G, Richmond, Va.
Please mail FREE, NEW, 1943, illustrated Sergeant's Dog Book to:

Name _____
Address _____
City _____ State _____



Sergeant's
DOG MEDICINES

PICTURES TO THE EDITORS

CACTUS TAIL

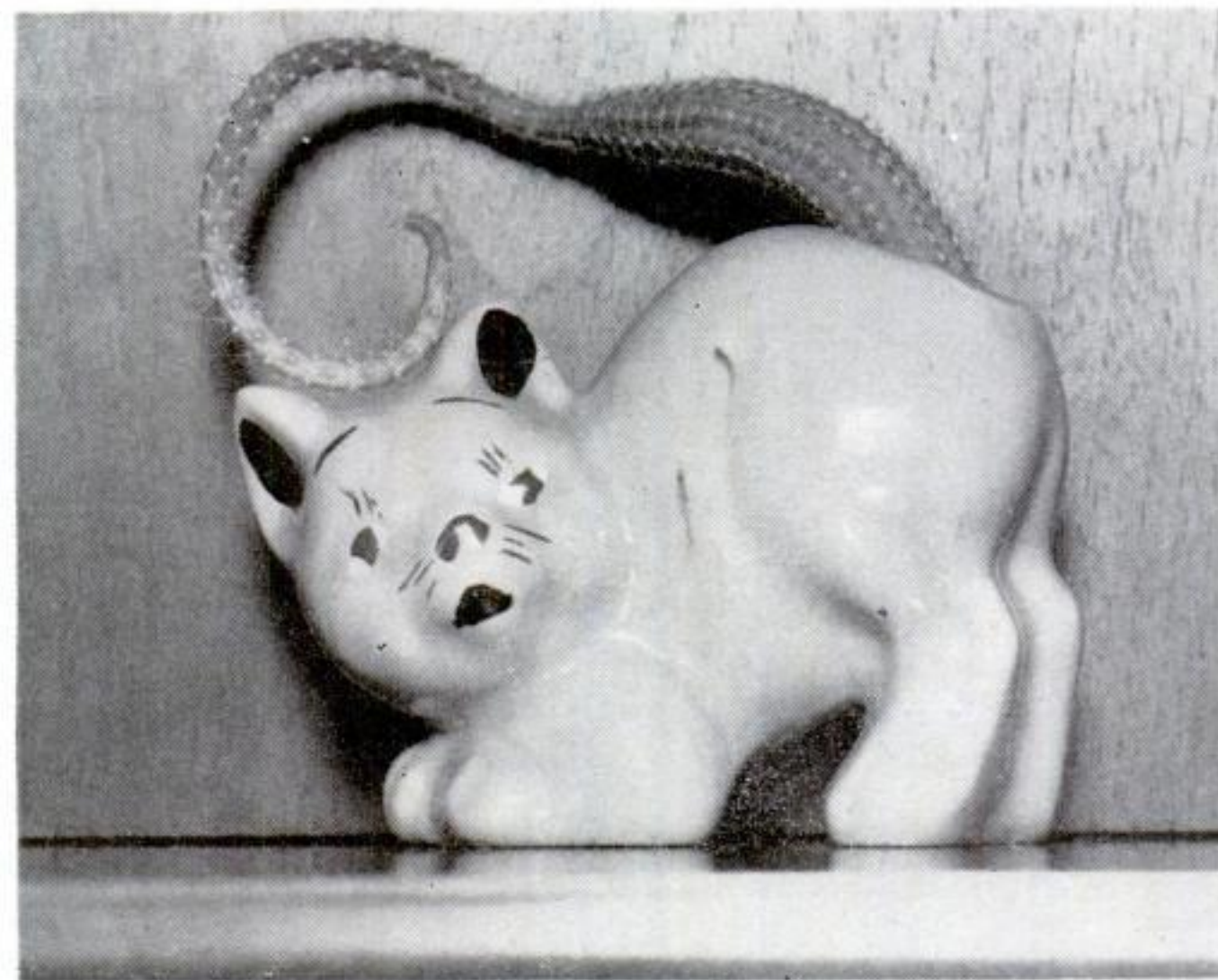
Sirs:

My husband and I have found it extremely interesting to watch the growth of the cactus which we planted in a kitty-shaped vase. By one of the oddities of nature, the cactus began to assume the shape of the kitty's tail. The enclosed snapshot (below), which my husband took, shows that the cactus has bloomed to

such a symbolical extent that it now seems to be the natural appendage of the kitty. In the process it has made the kitty appear as if it had just spied a predatory dog.

LENA G. DILTS

Detroit, Mich.



FOWL NARCISSISM

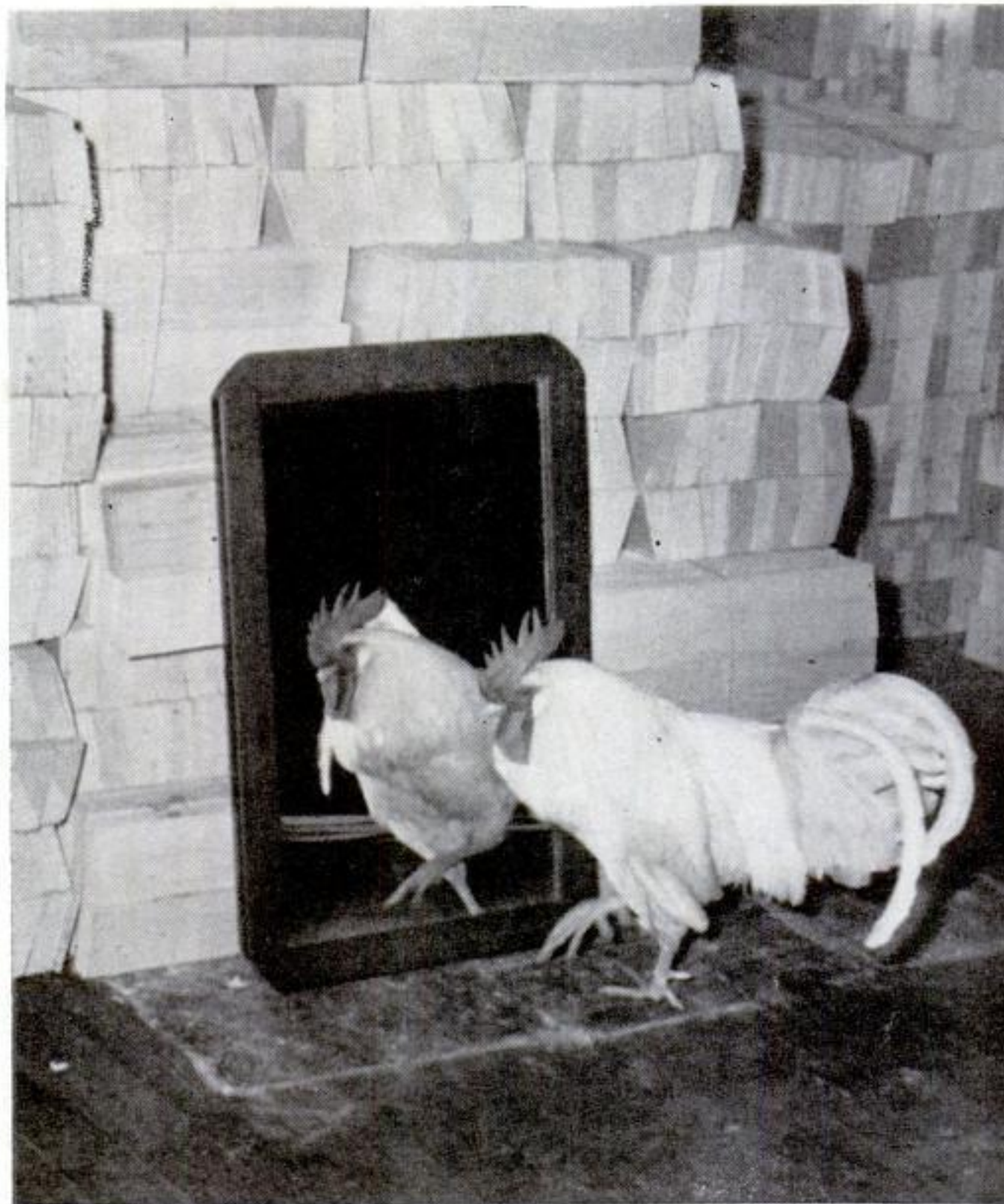
Sirs:

This rooster escaped from his owner and took up his abode under the California Fruit Exchange's packing plant. During the winter he was fed through a crack in the floor. Roosting on the underpinning next to the floor, he soon made friends with the shed's personnel. His prize possession is the mirror shown in this picture. When the mirror is placed in the packing

house, the rooster runs to it, struts his stuff and spends the rest of the day preening his feathers and admiring himself in the mirror. At night the mirror has to be removed so that the rooster will get some sleep.

WARNER S. CHADBOURNE

Suisun City, Calif.



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This wonderful new product,
DRIER-OUTER
wrings moisture from the air!

Keep your closets and basement DRY!

HOW IT WORKS:
Dried Air
Moisture Laden Air
Moisture From Air

● If your closet or basement is damp and muggy—if you're worried about clothing and shoes turning moldy... then by all means get Drier-Outer! This amazing new product takes moisture right out of the air; prevents damage due to dampness!

It works automatically; just remove the cover and Drier-Outer begins to condense moisture from the air; keeps your room d-r-y! On sale at department stores; or write for dealer's name and full information. Puritan Chemical Company, Atlanta, Georgia.

Closet Size Costs Only 69¢ Larger Basement Size \$2.00
(West Coast Prices slightly higher)

Puritan
DRIER-OUTER
DRIES OUT DAMP AIR

Make Your Job Easier with Ice-Mint Feet

It's a trick well worth knowing — as many a defense plant worker might tell you — just use Ice-Mint on your feet to help keep them cool and comfortable — on the job. See, too, how Ice-Mint helps soften up stinging corns and tough old callouses. For people who stand all day on tired, burning feet—Ice-Mint can't be beat. Get a jar from your druggist today!

Brush Away
GRAY HAIR
...and Look 10 Years Younger

● Now, at home, you can quickly and easily tint telltale streaks of gray to natural-looking shades—from lightest blonde to darkest black. Brownatone and a small brush does it—or your money back. Used for 30 years by thousands of women (men, too)—Brownatone is guaranteed harmless. No skin test needed, active coloring agent is purely vegetable. Cannot affect waving of hair. Lasting—does not wash out. Just brush or comb it in. One application imparts desired color. Simply retouch as new gray appears. Easy to prove by tinting a test lock of your hair. 60¢ and \$1.65 (5 times as much) at drug or toilet counters on a money-back guarantee. Get BROWNATONE today.

stop Scratching It May Cause Infection

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D. D. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35¢ trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION**.



Fine as a Rare Jewel
PERSONNA
Precision Double Edge Blades

10 blades \$1.
 and WORTH it

Proof of the pudding is that exacting men everywhere are going for this blade. They want the best possible shaving results, and they get them in Personna. Precision-made by Master Cutlers, rigidly inspected and leather stropped.

PERSONNA BLADE CO., Inc.
 EXECUTIVE OFFICES - 599 MADISON AVE. - NYC

If your dealer can't supply you, send check or money order to Department J.

PICTURES TO THE EDITORS

(continued)

HOT AND COLD


Sirs:

In your issue of Jan. 25 you printed a picture of my brother Billy taken during a bitter cold spell last winter. He was sitting on a radiator with a blanket around him trying desperately to keep warm (bottom picture).

On June 4 New York had its hottest day of the year. Billy didn't like this torpor any more than he had enjoyed the frigid weather. So, being nothing if not resourceful, he decided to cool off by eating ice cream and sitting on ice.

BEN MITCHELL

New York, N. Y.

You'll never forget
 its delicious
GOOD TASTE

ONCE you've enjoyed
 your first tall glass of Blatz,
 you won't ever forget
 its delicate full flavor . . .
 and you'll never be quite
 satisfied with other beers.

That explains why people
 with a taste for fine beer
 are so loyal to Blatz Pilsener.
 It's simply **GOOD TASTE**.

BLATZ BREWING CO., MILWAUKEE, WIS.
 In Our 92nd Year

Buy War Bonds

Blatz
 MILWAUKEE

IRON GLUE
 MENDS 'MOST ANYTHING

Needs no mixing. Mends wood, glass, china, toys, etc. Ask for Iron Glue—largest selling 10¢ glue. Sold 'most everywhere. McCormick Sales Co., 108 Light Street, Baltimore, Md.

AN ELEPHANT FOR STRENGTH



CHANGING YOUR ADDRESS?

If the new address is in a city where the Post Office recently issued District Numbers, be sure to include your number in your new address. And please send us both the new and old address at least three weeks in advance.

LIFE • 330 EAST 22 ST., CHICAGO 16, ILL.

FOR MEN WHO REALLY KNOW PIPES

Royalton
 AN INVESTMENT IN SMOKING PLEASURE



Why is Royalton the mutual friend of so many pipe enthusiasts? Because it represents pipe quality without qualification—because it is a smoking companion that merits your preference.

Royalton Silver Crown \$5
 Choice Grains

Wherever Better Pipes are Sold

© 1945, Henry, Leonard & Thomas, Inc., Ozone Pk., N. Y.



GENTLE NORTHERN GIVES YOU THESE IMPORTANT TISSUE QUALITIES:

COMFORT AND SAFETY!



So-o-o strong... yet extra-gentle! Extra-absorbent, too. More reasons why your whole family will say Northern is better and more comfortable!

So-o-o soft... so safe! Qualities you must have in your bathroom tissue. And good reasons why so many mothers insist on Northern.



So-o-o outstanding in all 4 important ways. Northern is gentle-soft, safe, strong and absorbent... the four tissue qualities you want... the four qualities you get when you buy **NORTHERN TISSUE**.



Copy. 1943, Northern Paper Mills, Green Bay, Wis.

GAUZE is another grand tissue. It's gentle, too. A little lighter, a little lower priced. Thousands use it.

DO YOUR PART! BUY WAR BONDS AND STAMPS REGULARLY!



PICTURES TO THE EDITORS

(continued)

STICKY SITUATION

Sirs:

All newspapers use a lot of paste and we are no exception. The other day some of the boys were carrying a 620-lb. jar of paste up the back steps. They overlooked one fact, however: the cask was being

carried upside down. Picture was taken as the mess was in the mopping-up stages.

JACK DAVIS

Roanoke Times
Roanoke, Va.



V-MAILING HUMANS

Sirs:

Taking a tip from the V-mail idea, Virginia Pattillo of Darien, Ga. has gone to the chemistry laboratory and emerged with a chemical treatment that will reduce a person to a size suitable for over-

seas shipment. Naturally she tried it on herself first. Here she demonstrates the happy result.

E. W. PHELAN

Valdosta, Ga.





Greens Committee, 1943

America makes the best of everything!

There's more gardening and less golf these days. There's more alcohol for war use, too, because Schenley and other distilleries are on war work exclusively. The whiskey available for Royal Reserve was distilled in peace time. Use it sparingly . . . and enjoy it that much longer.

Before Anything Else, Buy War Bonds

Blended Whiskey, 86 proof. The straight whiskeys in this product are 6 or more years old; 40% straight whiskey, 60% grain neutral spirits. 23% straight whiskey, 6 years old. 17% straight whiskey, 7 years old. Schenley Distillers Corporation, N. Y. C.



SCHENLEY
ROYAL RESERVE

BLENDING WHISKEY

They've
Got What
it Takes!

Blitz in Oil!

It's one of the toughest battles on the home front—the laying of the giant pipe-lines that are hurrying precious oil from well to seaboard ... and beyond



THEY CALL IT THE "BIG INCH," this 24-inch life-line to the front line. And all along the line—with Odis Hare (at the controls of the giant ditcher, left) ... with pipe spacer Earl Baker and welder "Abe" Willis (below) ... the cigarette is Camel.



FOR MY THROAT
AND MY TASTE, THERE'S
ONLY ONE CIGARETTE
—CAMEL



ME, TOO!
I'VE SMOKED
CAMELS FOR YEARS.
THEY SUIT ME
TO A 'T'

• When Foreman A. G. Hobson (left, circle) talks about "taste" and "throat"—and when the man in uniform with him says: "Camels suit me to a 'T'"—there's a tip in their words for you. Try Camels yourself—let your own throat and taste decide for themselves.

First IN THE SERVICE

The favorite cigarette with men in the Army, Navy, Marines, and the Coast Guard is Camel

(Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.)



The "T Zone"

How long since you've smoked a Camel? Give them a try today. Compare them critically... for taste... for your throat... for your "T-Zone." That's the proving ground of any cigarette.

On the basis of the experience of millions of steady Camel smokers, we believe you will like the extra flavor that only Camel's blend of costlier tobaccos can give. We believe your throat will confirm the findings of other Camel smokers. So try Camels and see if they don't suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



Camel

—COSTLIER TOBACCOS